

Up to 50% More Records Available

MITCH-SKITCH DUBIOUS KUDOS

NEW YORK, Jan. 12.—A somewhat dubious distinction has been bestowed on Skitch Henderson and Mitch Miller by Bill and Cora Barr. Puppeteers have dubbed video's first puppet fleish Skitch and Mitch.

Insects, musicals of course, will appear more or less regularly on the Baird's CBS-TV show "The Whistling Wizard," aired every Saturday at 11 a.m.

DiMag 245G Over WPIX

NEW YORK, Jan. 12.—Phillip Morris Cigarettes this week was practically set to sponsor Doc DiMaggio's game and a commentary of the New York Yankees' baseball games on WPIX here.

The entire package was sold to the advertiser between \$230,000 and \$245,000. The station will get \$30,000 for its time, and the Yankees between \$150,000 and \$165,000 for DiMag's. The Billboard several weeks ago erroneously stated that the entire package would cost between 150 and 165G.

Gridcast Ban Must Go to U. S. Court

PHILADELPHIA, Jan. 12.—The U. S. Department of Justice this week struck a real blow at the television policy of the National Professional Football League and the American Athletic Union. In a Federal court here, refused to dismiss the Government anti-trust suit against the League and its 12 member teams. The decision means the test case, which is expected to have wide-spread repercussions on television and broadcasting of all sports events, will be brought to trial within the next two months.

Judge Grim said he was denying the League's motion because of "the great importance of this case to the public."

The argument was presented by Assistant U. S. Attorney General Perry Epps that any agreement restricting the televising or broadcasting of sports events by group action is illegal, even if such

Dagmar's 'Canteen' On NBC-TV in Mar.

NEW YORK, Jan. 12.—The National Broadcasting Company this week decided to unveil "Dagmar's Canteen" on its video web the first in March. The program featuring the big blonde comedienne will be on sustaining unless a sponsor appears before its debut. Network is also talking a five-year deal with Dagmar.

New TV Cowboy Rides Range on Retail Circuit

"Rocky Jones" Hit
With Merchandise,
Tho Yet Unfilmed

NEW YORK, Jan. 12.—Merchandising plays such an important part in the video kid field that Jack Danov, ex-merchandising manager for Roy Rogers, has licensed 120 manufacturers to turn out products for "Rocky Jones, Space Ranger," a new TV film series, which hasn't even been filmed yet, let alone sold to a sponsor.

Neville Theatres, 14 of the licensees have already brought out products. Rocky Jones bulls, cap and Spawny Ranger hats hit the retail market this week.

As a result Danov is currently negotiating a five-year video sponsorship with a top food firm, which, he says, already has available network TV time for the series. Danov is also mulling bids for movie serial rights to the as-yet-unseen Jones.

Meanwhile, Danov plans to woo

(Continued on page 6)

VIDEO THESPING SEEMS TOO REAL

DETROIT, Jan. 12.—Fetters of 20th Century-Fox, local stage and video actor, have been commiserating on his 30-day sentence as a "drunken driver." Holland appeared in a 7:30 p.m. Pacific Coast television over WWJ-TV playing a drunk, and appeared so convincingly before the camera that a lot of viewers were sure it was the real thing. But he is an impeccably respectable citizen.

Laine-Page to Head Tour Unit

HOLLYWOOD, Jan. 12.—General Artists' Corporation in New York this week was attempting to lock up its biggest concert package—the limited engagement of Frankie Laine and Patti Page to head up an all-star unit, which would head out into arenas and auditoriums in April for five weeks. Art Weems, chairman GAC, was attempting to set the package with a group of the big capacity houses in a block-book deal, it's understood. Laine is reportedly seeking a \$10,000 weekly guarantee with 50 per cent of the profits. Jack Reel, manager of Miss Page, was seeking a similar guarantee, but his cut of the profit was not known.

Package would probably include a name band and some variety acts to fill out the bill. Not on the talent alone at this rate would run well into \$25,000 per week. Most ambitious package whipped together recently by GAC was a Midwest sweep by Ralph Flanagan's ork with a quartet of acts which was purchased outright by Phil Simon, Grand Rapids, Mich.

Miss Page is awaiting a GAC okay from Henry Miller, office vice president, on 100 concert tour of the Hawaiian Islands. Tour would begin after the Page closes a two-week engagement at the Coconut Grove, Los Angeles, February 4. She also has set for two weeks at the Clover Club Mall, opening March 3.

'Moly,' 'Today' Ring Up \$5-Mil NBC-TV Brings in Few Days

NEW YORK, Jan. 12.—Close to \$5,000,000 annually in time and talent billings were signed or virtually sold within the past few days by the National Broadcasting Company television network for "The Goldbergs" and "Today." Business closed with a rush at the week's end, with "The Goldbergs" completely sold out with the 7 to 9 a.m. "Today," which goes off Monday (11 a.m.) having racked up three sales with one close to the signing point. Local flagship station WNET was doing even better with the show (see separate story).

An interesting sidelight on the business is that so much of it came from smaller firms or outlets comparatively new to video. Thus, follow sale of the Monday segment of "The Goldbergs" to Vitamin Corporation of America, a Wednesday period to Ekco, which is bowing out of the Frank Sinatra show on the Columbia Broadcasting System, the web sold the Friday period to the King Music Publishing Company. The Kiplinger Washington Agency, Inc. and Kewell Corporation were the first two to buy

40-or-More Phono The Major Factor

Record Makers Bank on Trade, Devises
Special Exploitation for Music Ops

NEW YORK, Jan. 12.—As the use of the 40-or-more-selection, coin-operated phonograph spreads throughout the country, the number of records sold to the juke box operators by the disk industry is currently estimated to have passed the 50,000,000 a year mark. Ten years duly credited as a prime exploitation medium for disks, the music machines industry is beginning to hit new heights as a consumer of phonograph records. It has even been estimated that a major record firm can rack up more than \$2,000,000 a year in sales to juke box operators. Record manufacturers claim that at least 15 per cent of their single records are sold for coin machine use.

The disk industry's growing confidence of the importance of juke boxes has resulted in some manufacturers devoting new promotional devices in increasing numbers, setting up and expanding special sales departments, and even producing special phonograph records for the music machine industry.

Capitol and RCA Victor, for example, have special sampling services for operators. The latter diskery has even compiled special

lists of big-selling Latin-American records for the specific use of operators with routes in Spanish speaking areas. Decca has turned out platters like Grady Martin's "Slow Foot Rag" with the operators specifically in mind, while RCA Victor has sold the ops that the Pee Wee King dinking of "Ragtime Annie Lee" was "aimed at the juke boxes and syndicate store customers."

In this way, distributors are

(Continued on page 16)

AFM May Ask 50% Film Hike

HOLLYWOOD, Jan. 12.—With the American Federation of Musicians, contracts with the major motion picture studios expiring on January 15, the spotlight for next week's AFM International Executive Board meetings in Miami will probably rest on Local 17's proposal that the union ask for a 50 per cent pay hike for studio workers.

The current contract, written two years ago, provides that music

(Continued on page 17)

FLYING ENTERPRISE

As the Ship Sinks, Music Ops Aboard

NEW YORK, Jan. 12.—Just as it did when General MacArthur drew his pink slip and when little Kathy Fiasco succumbed in a California well, Tin Pan Alley is now busily cashing in on its temporary history to immortalize in sharps and flats the heroics of Captain Henrik Kurt Carlson and the saga of his freighter, the Flying Enterprise. Not more than 24

hours after the ship slid into the depths of the Atlantic, at least 100 different radio stations, seamen and his ship had been penned, recorded and were being played on disk today.

Noisiest effort of the two was stocked in New York by publisher Lee Levy of Leeds Music, along with King Records, via pop recording director Eli Oberstein, and tune writer Larry Clinton and Herb Hendler.

Clinton and Hendler penned the ditty, "The Skipper of the Flying Enterprise," during the week, adding and editing lyrics in accordance with the news reports. Less than 12 hours after the Enterprise reached its watery

(Continued on page 19)

J. Powell Fit for Salon, Not Saloon

MIAMI BEACH, Jan. 12.—Metro-Goldwyn-Mayer's publicity mill in Hollywood put out a story last week that the studio nixed a \$120,000 Las Vegas night club engagement for Jane Powell with the curt wording: "We don't want her hanging around saloons."

P. S. Miss Powell just finished a two-week singing stint at Copacabana here, just about the plushiest saloon in the country.

(Continued on page 6)

Bilboard Backstage

Work to Adapt Paris Peek

To UNESCO's

By ANNE MICHAELS

About the time Thursday afternoon that Captain Henrik Kurt Carlsen, of the freighter Flying Enterprise, and Kenneth Dancy, mate of the British salvage tug, Turnell, were being battered about in the freighter's radio room, wrapped in blankets, listening to the angry sounds of the sea doing its mighty, vicious work to destroy and swallow the ship, a group of music-record industry entrepreneurs were striving desperately to contribute to the preservation of the memory of the freighter and its heroic skipper—last.

Low Levy, head of Leeds Music, Arnold Shaw, Leeds' vice-president, Henry Hendel, and Larry Clinton, and King Records' Vice President Ed Bernstein were making frantic preparations for a recording date. Captain Carlsen lay in a bunk aboard the freighter Keith about 2 o'clock Friday morning, and (presumably) was still sleeping the fitful sleep of the utterly exhausted cargo.

At this is being written, the parties concerned were in the process of rushing acetates of the record to New York, to the city disk jockeys. By the time you read this, the song on which Levy has heard the song on the air.

All Hall

Here is the hall, published with the permission of the copyright owners:

THE SKIPPER

(Of the Flying Enterprise)

By Herb Hendler and Larry Clinton
On Twenty-Nine December, Fifty-One

It looked as if the skipper's ship was done. And so he ordered off his crew and they would see it thru to port or bottom—home or Kingdom Come.

All hail to the skippers
All hail to the skippers
All hail to the skipper of
The Flying Enterprise.

The skipper of the Flying Enterprise was not the kind of man who would compromise.

Adrift alone his sinking ship For fourteen days he held his grip. He held out laughing at him from the shore.

All hail to the skippers, etc. etc. All hail to the skippers, etc. etc. All hail to the skippers, etc. etc.

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EPICURE (Optional)

"They that go down to the sea in ships
That business in great waters;
These seek the works of the Lord,
And His wonders in the deep."

More & Others

It is probable that at least several hundred other convergent and divergent copyright laws of various parts of the country were engaged in the creation of musical epics concerning Captain Carlsen's dramatic death at Atlantic Ocean. Mercury Records was rendering a hilariously dinking of a musical epic, "The Sinking of the Flying Enterprise" by Will Storkey of CIFI-TV as this Backstage was being written. This song, now being published by Algonquin Music, Inc., dealing with time I was unable to reach anyone who knew the names of the composers.

No doubt that in the next several weeks the brave Captain will be featured either in person or in absentia, in one of the story on a thousand and one radio and TV shows, in magazine, story, and in the next spring. There's a good probability Spencer Tracy may be starred right off to the Captain's struggle to keep the seas from taking his ship. And while some will talk-back about the horrors of commercializing on this great example of the brave spirit of man, I am often proud to sell a crumb, I am all for it.

We can use more Captain Carlsen on the radio and TV pictures about the likes of him for our kids to hear and read and see.

By BEN ATLAS

WASHINGTON, Jan. 12.—President Truman's new "State of the Union" program once congressional setbacks on at least two major items affecting the world, Capitol Hill today voted to reject Mr. Truman's request for sharply increased aid of America funds and for higher taxes, including some show biz taxes, including some show biz taxes, including some show biz taxes.

Don't expect any action from the Wage Stabilization Board on a resolution submitted last week by the American Federation of Musicians.

The FM resolution would limit the use of "casual" performers' wages from stabilization controls. WSB has been lengthy in its action.

Newly-elected president of Radio Correspondents Association, Hollis Seaway, head of local operations for the Mutual Broadcasting System.

Radio-TV to Get More Spots in Chicago . . .

TV and radio are still stepping into top-dog position in plans for coverage of the national political conventions in Chicago next July.

Party nabobs back from a Chicago party and radio will be big in political history. Contributing to the favorable break is peculiar structure of Chicago's convention.

The "big" media auditorium is smaller than Philadelphia's, where the 1948 political convalesces.

Chicago's TV-radio press can be accommodated, seating space for casual sightseers will be reduced.

Kenneth Faye, TV-radio chief at the National Television Committee, estimates that broadcast press working space at Chicago will be "six to eight times bigger."

Days Making Progress

Another "Voice" Study . . .

Rash of new bills affecting the Congress industry emerged this week. Congress bowed into a new term. Most of the new legislation, however, is slated to stay on shelf. Representative John S. Rankin (D., Miss.) invertebrate

tray of alcoholism. On the other hand, members of dry groups are also being elected to Congress. Airlines crash at the sight of flamed plane crashes, while the coffee industry acquiesces whenever the delicious bean is hit to be a vital point in the plot.

Box-Office Appeal is Most Vital . . .

Today, the producer has to work to deliver at the box office. The picture, however, has to adhere to the demands of the thousands of groups representing all facets of the American scene or else he plays the box office and very often, b-o, reprisals.

It is the industry has constantly yielded to the demands of all corners in its quest to not offend possible ticket buyers.

This increased submission has created one mysterious group whose purposes are not clear. Their protests are based upon ill-founded claims that members will not enjoy the sound of their screaming.

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Picture Business

By LEE ZITTO

HOLLYWOOD, Jan. 12.—In view of the many written and countless unwritten "don'ts" of motion picture production, restricting the screen's sphere of expression, one wonders how producers can continue to find material upon which they can safely base their movies.

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S. Judge Rules Gridcast Ban Must Get Court Trial

Upholds Justice Dept. in Case
Affecting All TV Sports Events

Continued from page 1

and takes away the individual right of choice of each team is illegal."

Judge Grim, a presiding federal jurist, heard that the professional football teams were only "reasonably restricting" their rights when they blacked out the local telecasts of home-played games. Altho he granted the defense 45 days in which to file its reply to the Government's complaint, it seemed likely that the case would go to trial in two months.

The judge, in ordering the suit brought to trial, said he would personally see that the League and its 12 member teams get a "fair shake" at the trial. He is scheduled to hear the case in open court without a jury. The case was also quite frank in describing himself as a football fan.

Specifically, the Government has complained that the pro football league violated the Sherman Anti-Trust Act by refusing to broadcast Philadelphia-played games. Such local blackouts are in the League's code. Brunt of the League's argument, carried by Bernard L. Nordlinger, Washington attorney, likened the League to that of a manufacturer who limits the distribution of his goods to certain dealers. The U. S. Supreme Court has held that a manufacturer is engaged in a "reprehensible" restraint of trade, he said.

Nordlinger contended that members of the football league are just as much right as the manufacturer to put a reasonable restriction on the distribution of their product, whether it be on the air or on the field.

126 Stations Sign 13-Week Union Pubserv

NEW YORK, Jan. 12.—Turning Points, a 15 minute open-ended dramatic series produced by the United Hatters, Cup and Millinery Workers' International Union as a free public service program for U. S. stations, has been renewed for a second 13 weeks by 126 radio stations.

The series, which is currently aired over stations in every State, is made available either as a gratis sustaining feature for stations (on a minimum 13-week basis) or for local membership. In latter case, stations pay 25 percent of card rate for the time sold. Current 126-station list includes 20 sponsored shows, mostly local unions and labor councils.

Each drama features a big name player (including Tallulah Bankhead, Edward G. Robinson, Mercedes McCambridge, Milton Berle, Celeste Holm and Ralph Bellamy) who appear in support of Screen Actors Guild, American Federation of Radio Artists, Academy of Motion Picture Arts and Sciences. All four unions co-located on the State Capitol. The series is syndicated to stations via Gainsborough Associates, Inc., N. Y.

Henderson in Hwd. for Vidpic

NEW YORK, Jan. 12.—TV producer Charles Henderson this week left for Hollywood, where he will supervise filming of his new video package, "State Trooper." The series, scripted by Wayne Shoemaker, is based on authentic police files and has been endorsed by police commissioners of 21 states.

Henderson's wife, Mitzi Mayfair, will remain in the East for TV guest shots.

are played, he pointed out, there is no restriction against showing them on television or in the movie.

The Washington, D. C. attorney was one of a heavy battery of eight representing the League and its member teams. Former U. S. Sen. Francis J. Myers, of this city, said that if the Government wins this case, they intend to follow it up with complaints against boxing, tennis and even college sports. He said it may result in the public being deprived of television entirely. Judge Grim, however held that he didn't think anyone would want to see professional football "fold." He said that if any team was able to show that because of finances or staggering losses it should get special privilege other businesses would not get, that should be brought out in trial and not decided on a motion to dismiss.

CBS Takes 258G Bite of Air Features

HOLLYWOOD, Jan. 12.—The Columbia Broadcasting System will pay James Sauter and Maurice Sepp about \$258,000 to acquire their block of stock in Air Features. CBS has given Sauter and Sepp 65G each immediately and will pay them \$1,500 a month each for the next three years for their work as consultants and will retain Sepp to continue as operating head of Air Features for one year at \$20,000. Sauter is willing to go into the packaging of public service shows.

CBS is buying into such important daytime Air Feature properties as "Hein Trent" and "Our

ADD PUBSERV

WFIL, WFIL Really Score In Campaigns

PHILADELPHIA, Jan. 12.—The recently-completed third annual "Silent Willie" traffic safety campaign, an intensive one-month drive conducted by WFIL and WFIL-TV in co-operation with the Philadelphia Highway Traffic Board and other civic agencies, has been credited with saving 10 lives, thus reducing the number of traffic fatalities in the city by more than 100 per cent. Life-saving was based by police on statistics of traffic deaths for a similar period last year.

The annual traffic safety campaign, valued at \$150,000 in terms of radio-TV time and advertising space donated by the WFIL stations and co-operating agencies, has earned nationwide recognition as one of the most ambitious public service projects ever attempted by a single community.

Also along public service lines, dramas presented each Sunday morning on WFIL, in co-operation with the Philadelphia Fellowship Commission, mark their seventh anniversary on the air.

(Continued on page 8)

Gal Sunday" on its own radio station, and others on competitive webs. The Air Feature package on competing webs will acquire their block of stock in Air Features. These webs until the expiration of their present contracts. At that time, CBS will undoubtedly have the privilege of moving them to its own radio station.

The major stockholders in Air Features, Frank and Anne Hurnett, will continue to create new program ideas for the new combine. The possibility is that some of their shows will originate from the Coast.

Announcing...

THE BILLBOARD'S FOURTEENTH ANNUAL

Radio & Television Promotion Competition

featuring an important new division:

PROMOTION OF RADIO AS A MEDIUM

which will be open to any group or organization that has carried out a campaign to promote radio as a whole during the past year.

The following two divisions will be open to stations and networks only:

AUDIENCE and/or SALES PROMOTION PUBLIC SERVICE PROMOTION

DETAILS of the competition are being mailed to every broadcaster in the country.

If you wish additional information or entry forms, write to:

PROMOTION COMPETITION

The Billboard

1564 BROADWAY, NEW YORK 19, N. Y.

Take a Bow, Radio! 36-Mil UN Contrib

Radio, in the last three years, has given \$36,000,000 worth of free time to broadcast programs originating with the United Nations. That figure comes from official figures of Dorothy Lewis, the UN's co-ordinator of American broadcasting.

Lewis mentioned the dollar-total—\$12,000,000 a year—in launching her "Operation Communications," thru which she is trying to hype listenership to the UN programs by an additional audience of 20,000,000 more ears. "That's something to be proud of."

Of course, the UN is providing programs that are worth airing, worth listening to. That's central. But it must be remembered, despite all adverse criticism (official and otherwise) that US broadcasters do have a conscience, are interested in world peace, do want to live—do give time to it. At least period often, to the UN Radio output. That's something to be proud of.

The Billboard hopes broadcasters will continue to give the UN their co-operation. Those 20,000,000 extra listeners will not only help the UN tell its story—they will also help broadcasting.

NCAA Approves Gridcast Controls

CINCINNATI, Jan. 12.—The National Collegiate Athletic Association by a 164 to 10 vote Friday (11) overwhelmingly approved its television committee's three-point "middle course of moderation" program for televising of collegiate football games in 1952. Yesterday's voting and business sessions attracted 232 delegates to set a NCAA convention record. Today's meetings concluded the week-long NCAA convulsions.

In effect, the NCAA's TV committee program, submitted in a 30-page report, vetoes a complete ban on live telecasting and disapproves of unrestricted televising of the games despite the wide attacks leveled at NCAA's policy of restrictions in 1951. Under the three-point program NCAA's new course of action will be:

1. To minimize the adverse effects of live television upon attendance at college and high school football games.

2. To spread television, within the limits of such control plans as may ultimately be adopted, among as many colleges as possible. (This point compares with NCAA's 1951 control program wherein only a few colleges received publicity value from telecasts.)

3. To provide television to the public to the extent consistent with the first two objectives.

Also winning membership approval was the committee's recommendation that no member schools make a motion picture or film for the televising of games in 1952. The motion picture is in accordance with the approved plan.

30 Games Okayed

After prolonged discussion of the TV resolution, which will permit the televising of games among 30 schools on a "rotational basis" this fall, the program, which it is believed, will aid smaller schools, was approved.

Before the 1952 controls were adopted, however, two other proposals were defeated. One was the University of Pennsylvania's motion picture resolution. The other urged each school to decide by itself whether or not to permit TV. Wayne Underhill, vice-president of Wayne Underhill, who came out in favor of permitting the colleges to individually decide how to handle television. Sportsmen's television committee urged each school to decide by itself whether or not to permit TV.

Carr Motion Out. T. DeWitt Carr, dean of engineering at the University of Kansas, urged the banning of television of any college games. This resolution was easily defeated when put to a vote. In the final vote, only the names of seven of the eight schools opposing controlled television could be learned. They were Kansas, Oregon, Wayne, Notre Dame, Pennsylvania, Ohio State and Indiana.

In passing legislation which will greatly strengthen the powers of the NCAA over its members' athletic programs, one amendment included powers to legislate "upon any subject of general concern to the members." This and a number of other amendments establish within the NCAA even stronger power in some respects than did the late Smiley Cole which was relegated to the junk heap by the governing body's convention in Dallas last year.

Big Trio Signs
On RCA Thesaurus

NEW YORK, Jan. 12.—Gloria De Haven, Eddie Lang, and Walter Winterhalter this week signed for a new RCA Thesaurus library program, titled "Date in Hollywood." The program will be released late in February.

WHO'LL BUY LIVE IRMA?

NEW YORK, Jan. 12.—Marie Wilson, the star of "My Friend Irma," may be on the auction block all during the month of January over the Columbia Broadcasting System's network facilities. The girl, who plays a dumb secretary on the program, will offer her secretarial services for one day to the highest bidder during the month. Money is to go to the anti-polio fund, to tie in with the 1952 March of Dimes campaign.

DEADLINE
for all entries
MARCH 15, 1952

Hope to Link 7 New TV Networks for Conventions Areas for Conventions

NEW YORK, Jan. 12.—Seven markets with a TV circulation of \$34,300 as of December 1 may promote by linking with the inter-connected networks by the time the political convention opens this summer. The installed sets believed likely to be in operation then are: New York (12,000), Cleveland (12,000), San Francisco (12,000), Los Angeles (12,000), Dallas (12,000), San Antonio (12,000), and San Diego (12,000).

The American Telephone & Telegraph Company originally planned to have non-interconnected markets sketched to join the microwave wave in the second half of 1952. The firm is known to be

making every effort to rush thru the links before convention time, if possible, but is making no move to link the stations or webs as yet.

BREACH-OF-PACT Broadcasters Sue for \$100,000 vs. Roosevelts

NEW YORK, Jan. 12.—A \$500,000 breach-of-contract action has been filed in New York Supreme Court against Mrs. Eleanor Roosevelt and the firm of Roosevelt & Jones, Inc., in which Elliott Roosevelt is partner. The plaintiff, Syndicated Broadcast Productions, Inc., claims that according to an August, 1948 contract they were to give advice on creating the format of radio shows. The program was to be a 15-minute show in return for 30 per cent of the gross compensation derived from the show. Subsequently, they charge, the defendants entered into agreements with the National Broadcasting Company and various radio stations, and in so doing did not consult Syndicated Broadcast or make remittance to them.

Pre-trial examinations have been taken from Elliott Roosevelt and Ted Cott, WNBC manager. Mrs. Roosevelt will be questioned after her return to this city from Paris. The partner in the Roosevelt firm was Martin Jones, who is no longer connected with it. NBC was also named as defendant.

Proving ground for Comix in Works at Hollywood

HOLLYWOOD, Jan. 12.—Weekly half-hour TV comedy shows haven't had an opportunity to prove for youthful comix is now being shaped by KNBH Program Director Cole. Cole expects to launch the series some time next month while experiments will relax tight production budget. Series will follow the format of "The Howlitz," featuring each week a different comic of a regular set of four, three by exposing each to TV on a once-a-month basis. Group of comedians will be replaced with the shows, with each comic having his own writer while the others assist in the gag material.

Cole feels this will bring to the fore local talents which heretofore haven't had an opportunity to show their worth. All will be covered up with a contract at station and the parent web (National Broadcasting Company).

Weakness ones will be replaced with strong contenders, thereby providing station and web a practical source for new comedy talent.

New CBS Plan to Charge 50%

NEW YORK, Jan. 12.—The Columbia Broadcasting System's radio division expects to collect only its regular 30 per cent co-op fee for servicing stations with programs under its new selective facilities plan. This means that stations will be able to get their full local rates for time charges from local sponsors, in addition to a take-off for the program.

Colgate is the first client to take advantage of the selective facilities plan for its "Mr. and Mrs. Smith" show. The network dropped the show in six TV markets. Local stations are now trying to lure up local advertisers for the show.

DETROIT RATE; GODFREY TAKES CARTOON TIME

DETROIT, Jan. 12.—Altho Arthur Godfrey has plenty of friends among middle-class Detroiters, especially after he admitted selling cemetery lots here in the 1920's, he evidently doesn't share with the small fry. His new experimental 15-minute simulcast moved in on WJBK-TV Monday (7) and got a terrific reception. He remained an apparently invulnerable 15 minutes of cartoon movies, "Cartoon Capers." The Detroit stories getting phone calls and wires from out-of-town, while other listeners who phoned and wrote the newspapers about it.

Two days were enough, and WJBK-TV had up a placard on the Godfrey show time: "Please be patient. We will reschedule 'Cartoon Capers' Wednesday morning." The Detroiters were back on Godfrey immediately following Godfrey's booting another program around.

The surprising aspect was that the radio audience evidently drew a fascinated following from its intended Detroit audience. At the same time when others are usually glad to have them sit still, the adult following appeared noticeably devoured, rather violent responses received.

Fires Dissent Sez Rule As Radio 'Broker'

WASHINGTON, Jan. 12.—Commissioner Lowell B. Mason of the Federal Trade Commission said a minority dissent to an FTC ruling in a chain grocery store brokerage case was "ridiculous." The commission's majority opinion as implying a threat that broadcast stations would be "broken" subject to the FTC's "radio broker" rule. Mason's view was in the form of a dissent to a Commission rule ordering Campbell Store Foods, Inc. to stop making payments to a local cooperative chain for services in promoting sales of Campbell products.

With the FTC's majority maintaining that such payments violating the brokerage clause in the Clayton Act, Mason said "under the rule in this case, every buying co-operative that uses its services for the promotion of the products sold by its member stores will be a broker." He asserted that under the rule, "newspapers, magazines, billboards, radio and all other media are brokers."

ABC Welcomes New Network Again

WASHINGTON, Jan. 12.—Prospects for the American Broadcasting Company and the Columbia Broadcasting System to join the National Association of Radio and Television Broadcasters appeared strong as NARTB President Harold E. Fellows announced this week that the national association was more eligible for active radio membership for the first time in four years (CBS has been a member several weeks ago). Fellows made the announcement in reporting the results of a membership survey proposed amendments to the Association's by-laws.

Restoration of active membership status to radio network members also is seen as paving the way for future possible elevations of status in the Mutual Broadcasting System to the NARTB radio board. MBS and NABT are currently active radio network members.

An immediate effect of the revived-by-law on active membership status is that NABT has existed since TV network members were given active radio membership in NARTB. Active TV network members are NBC, CBS,

Video Convention Struggle for Conventions

All Networks Competing to Clear Stations to Give Maximum Coverage

NEW YORK, Jan. 12.—The network battle to clear stations for TV coverage of the political convention continues to be fought bitterly. While the National Broadcasting Company has been successful in capturing one-station markets for its client, ABC, the Columbia Broadcasting System and Westinghouse launched a flank attack on the point. Meanwhile, the American Broadcasting Company still owns a market while its rivals were marking time while waiting for its own convention coverage plan.

The CBS-Westinghouse gambit found a top exec of the sponsor's office at the New York and directing his operatives from that point. Roger H. Bolin, Westinghouse vice president in the consumer products division, has been on Madison Avenue for the express purpose of helping clear stations. When CBS station executives told them they were having a tough time with some of the stations, Bolin then has one of the Westinghouse field men pay a friendly call on the station in the attempt to land the convention.

With 37 single-outlet markets expected to be interconnected by January 15, one NBC exec this week said he expected the final score to read NBC 29, CBS 14. Four markets definitely have made no commitments of any kind as of this date. These are Cleveland, Kansas City, Pittsburgh and Cleveland. Trade observers, however, are sure of WDTV in New York, owned out of the Du Pont circle, and certain to air the network's coverage.

NBC was willing to concede the losing one-station market to CBS this week: Greensboro, Charlotte, Jacksonville, Kalamazoo, Indianapolis, Birmingham and Tulsa. The others, according to NBC, either are already committed to NBC or are in verbal agreement, or have given NBC a chance to hope they ultimately will.

The CBS reply is a claim that 53 of its 100 stations are in the market. It will have 38 to 42. Of the one-station markets, CBS says it has 11 of the 24 which have made firm commitments.

Do Mont, however, has a plan to cover 11 markets with 53 per cent of total set circulation of the country at a cost of only \$400,000. Besides its owned stations in New York, Philadelphia and Washington, the web will deliver Chicago, Philadelphia, Baltimore, Cleveland, Cincinnati, Columbus, Atlanta and Los Angeles, it plans to supply a total of 40 to 45 hours of coverage for \$100,000—20 hours for each convention.

The ABC situation still awaits final action by the prospective broadcaster. It is known that the web is working a large industrial outfit, and reports have mentioned both U. S. Steel and American Telephone & Telegraph Co. as possibilities.

WTMJ-TV PIX Station Shows Films or Late Shift Workers

MILWAUKEE, Jan. 12.—A survey conducted by WTMJ-TV revealed that upwards of 75,000 moviegoers in the Milwaukee area shift in Milwaukee industrial plants, and as a result the station has scheduled a half-length feature movies after midnight on Wednesdays, Thursdays and Fridays.

A canvass was made by the staff as a result of a heavy flood of requests by second shift workers for late video fare. Viewers are being asked to call in their response to queries made on several daytime programs. Workers in the local Allen-Bradley plant sent in a scroll signed by 1,000 employees who favored the plan.

Scheduled for varying the film fare by running mystery flickers on Wednesdays, Westerns on Thursdays and general top feature films on Friday. Breaks will be filled by one-minute spot commercials.

WVTV Shifts To Personnel

MIAMI, Jan. 12.—WTVF has reorganized its program department and expects to announce a new program director to succeed Clyde Caruso, resigned.

Caruso has accepted responsibility for the production and content of all the programming. He is also responsible for network program acceptance.

At the same time, WTVF announced the appointment of Richard J. Trode as production manager. He's been the producer at this index station for over a year.

Other new appointments include Stanley Gordoni as assistant manager, and Phil Harris as Mary Ford as local sales manager, and Lee Walker as assistant program manager.

Charge WEEU With Unfair Practices

WASHINGTON, Jan. 12.—WEEU, Reading, Pa., was informed by the Federal Communications Board this week to refrain from "interrogating its employees on their political affiliations, membership and activities, and threatening them with reprisals." The board held that the Hawley Television Company, which owns WEEU, had engaged in unfair labor practices.

FIVE-FOR-ONE

That's New To-Go on WXYZ-TV

DETROIT, Jan. 12.—A new setup of the five-for-one sponsorship of video shows here was unveiled last week. WXYZ-TV, managed by Riddell, WXYZ-TV manager, in the form of a "five-for-one" plan, is to feature five different programs in the budget of smaller advertising, deal or otherwise, similar to the co-operative sponsorship familiar in radio.

For \$250 the co-sponsor will get a full major commercial partitioned up to 10 minutes, plus four 10-second live audio commercials, to be spotted through the program at 10-minute intervals. Four co-sponsors will be given a discount for other scheduled advertising carried by the same advertiser.

Opening program under the participating setup is to be the Thursday night 10:15 p.m. feature film, with other features to be made available later if the idea sticks.

Martin Fined \$100 by AFRA

CINCINNATI, Jan. 12.—Mel Martin, WLWT-TV feature performer, was fined \$100 by the Federal Bureau of Investigation this week for allegedly entering into wage negotiations for the union membership without union permission. Martin, who remains in the union after a court standing, according to Benjamin Gettelman, WLWT-TV manager, is paying the fine in installments.

Neither Martin nor the union would comment, saying that the union affairs are concerned, it is the policy to make no statements for public consumption.

Jones Quits as WJBK Mgr.

DETROIT, Jan. 12.—Richard H. Jones, vice president of Ford Industry's Northern District and general manager of WJBK-TV here, resigned yesterday. The station's complete resignation of Jones' future plans are unknown. It is presumed that WJBK will temporarily be under station general manager Edmond Mackenzie, better known as deejay "Jackie Callan."

Callan New Veepee At Kligo Studios

CHICAGO, Jan. 12.—Joseph M. Callan has been named as vice president of Kligo Studios by Robert Eirlnberg, president.

Callan, who joined Kligo in 1948 and created and produced the "Uncle Muttie" TV series, was associated with Frank Sinatra in a book broker here from 1945 thru 1948. Prior to that he was connected with the Chicago Herald-American.

Proposing Webs Vie For WOR-TV Space

NEW YORK, Jan. 12.—Networks were wooing WOR-TV here this week in an effort to rent space in local stations for their 600,000 television stations. Bids were reportedly received from the National Broadcasting Company, Columbia Broadcasting System and the Du Mont Television Network. However, also station is not anxious to use less than two-thirds of new space, WOR is not currently to make any long-term rentals, according to engineering vice president J. H. Popple.

Exec said station would prefer to rent on a monthly or weekly basis, because WOR ultimately expects to need all of the space when it branches out into the TV field.

Under this plan, he pointed out that WOR-TV has already been granted license to shoot films in the new studios, which were designed to handle as many as 100 television picture studio to accommodate every aspect of film production but actual production. Storage vaults are capable of storing up to 3,000,000 ft. of film. Meanwhile, he added, the studio will be available for rental by TV film units as well as other networks. Precise, he said, rentals will operate on a flexible basis depending on facilities required for individual shows.

Trade has been buzzing with rumors that WOR planned to enter film production field for some time, but this is first direct confirmation of project. Film production ties with another report, that WOR's preparations to syndicate films and kits to other TV stations across the country. This operation, of course, would be complicated now by fact that new owner Tom O'Neil controls the entire TV outlets.

NBC-TV 'Today' May Be Local Syndicate Win

NEW YORK, Jan. 12.—The National Broadcasting Company's early-morning video series, "Today," may prove an unexpected commodity for NBC affiliates, according to Ted Cott, manager of WNBT here.

Cott reports that WNBT has already sold 40 of the local spots surrounding the Dave Garroway show and expects to sell at least 60 more during the series' first 60 months. He added that there are about 120 weekly local spots in all the show.

Cott attributes sales pay-off to the fact that WNBT is backing the network program with a \$10,000 local promotion campaign of its own. He also credits the new time slot, which is attracting new advertisers to the series.

About 30 of the 40 spots, he says, were purchased by outlets that have never been in TV before, including the Metropolitan Hotel, Atlantic City; Heathcote Milk Farm, Metairie, La.; Mabel Restaurants, Red Devil, Pa.; and the Yorkville Polish Restaurant, Chicago.

Earlier a General Broadcasting firm asked special consideration for the application since it claimed ordinary proceeding by FCC was making a race of time of two years per application.

Local sales boom.

GROCERY BALLY

Merchandising Gets Big Push From Crosley

CINCINNATI, Jan. 12.—Crosley Broadcasting Corporation this week, launched what is said to be the largest mass merchandising promotion in the grocery field by any single radio or TV company. Month-long campaign will feature products advertised on Crosley's radio station here, WLW, and its three TV outlets, WLW-TV, Cincinnati; WLW-D, Dayton and WLW-C, Columbus.

J. M. Inselmeier, Crosley's director of merchandising, is distributing 5,000 display kits to grocery stores in Ohio, Kentucky, Indiana, and West Virginia. Kits contain 65 product posters, window streamers, shelf and display materials. Store promotion will be backed by station facilities, via special program tie-ups, budget and publicity.

'Song-Sale' to 900 Min. on CBS

NEW YORK, Jan. 12.—"Songs For Sale" gets its big chance to make good on the Columbia Broadcasting System's TV network when it expands to an hour and a half shortly. With its expansion will come an amplified budget which is to include top talent (another name singer) and into a song-writing contest in six-week cycles.

Stanza will now go from 9:30-11 p.m. each Saturday. "Songs For Sale" has recently been productive of more commercial tunes, one of which, "Songwriter," written by 8-year old Marjorie Kuris, is clicking well on the radio. Cardo-Evelyn Knight Decca record.

E.&B. Renews Barn Dance for 13 Weeks

CHICAGO, Jan. 12.—E. & B. Brewing Company, Detroit, has renewed the United Television Programs' film series, "Old American Barn Dance" for 13 weeks on WWJ-TV.

Firm will run the series on a twice-weekly basis. Simons-Michael is the agency.

Your Top TV Sales Opportunity

WILMINGTON, DELAWARE

In the Market which has highest income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

WLWL LEADS IN PULSE SURVEY

NEW YORK, Jan. 12.—WLWL, Minneapolis, carried the program most listened to out-of-home in that city during July, 1951. The show was their baseball broadcast from 2:15-10:15 p.m., Saturday. Due to a circuitous route, Minneapolis-St. Paul Out-of-Home Listening Study last week showed WLWL as the station carrying this program. The study was made by The Pulse's apologies to WLWL.

NBC Adds Two Merchandising Men to Staff

NEW YORK, Jan. 12.—The National Broadcasting Company's new merchandising department this week added two new members, with Murray Hillwell becoming assistant manager, and Ordon Lane named supervisor of the New York District, embracing New York, New Jersey, Connecticut, Hawaii, along with Marshall Keeling, also an assistant manager, who has been promoted to Fred Dodge, web's merchandising chief, who has been on a month-long national trip to set up the merchandising of other divisions.

Hillwell will supervise all merchandising activities, including that of the division's new Ordon Lane will head the department's new material unit, and will prepare and route nationally all point-of-purchase material which the web's set-up will utilize. Both men have magazine backgrounds, with Hillwell having worked for the past six years as assistant to the merchandising director of American Weekly's time extension division. Lane was New England representative for Equine and for the past year has been recent post as general manager of the Chirug ad agency.

Electricity Up in Farms, Helps AM-TV

WASHINGTON, Jan. 12.—The Bureau of Economic Warfare and radio sets in 84 per cent of the country's farms, it was revealed this week in a report on the number of American farms serviced by electricity. The Rural Electrification Administration reports that 4,329,620 farms, or 84 per cent of those in the U.S., have electricity. This is an upward revision of 80 per cent compared to earlier estimates in October, the Administration said.

Upward revisions were fairly minor for the states, namely: Georgia, Illinois, Indiana, Texas, and Oklahoma, but laterals were revised downward the number of farms electrified in Arkansas, California, Florida, and Ohio. Highest percentages of farm electrification are the 95.5 per cent in Iowa, and the 95.5 per cent in Indiana. Lowest is the 60.3 per cent in New Mexico.

Reynolds in New WJRW

DETROIT, Jan. 12.—The two-year contract to announce the Detroit Tiger games for the Goebel Baseball Network, signed last fall by Van Patrick, sports director of WJRW, will bring Robert R. Reynolds in as assistant sports director, a new post to handle many of Patrick's duties. Reynolds remains as the sports man at the station, although the baseball chore for group of independent stations. Reynolds, who recently handled sports and news at WJRW and WJRW-TV, was formerly sports director of WDFW and WJRW-TV at Flint, Mich. Reynolds last fall had a WJR work in Detroit when he announced the Detroit Tigers of the Columbia Broadcasting System's "Sports Roundup" sponsored by General Electric.

NEW COWBOY RIDES 'EM

"Rocky Jones" Sells Goods, Sight Unseen

Continued from page 1

local audiences in advance, via a personal appearance tour for Jones in 40 cities this year, with Danov as a grand prize winner of a local charity. In line with this, Danov has signed ex-movie actor Richard Crane to play Jones on an exclusive seven-year deal, plus a cash award of \$10,000. The series will be a prime time slot in role last week to plug Rocky Jones merchandise at the show. Apparent Buyers Association's annual meet here at the Actor Roof. Actual filming on the series by Roland Reed Productions will roll February 4 in Hollywood.

Merchandising tie-ups set also include a daily comic strip by Whitman Publishers and a Western printing company of comic books.

Danov attributes success of pre-selling campaign to fact that manufacturers are beginning to worry about diminishing business.

Educators Hit On V Plan in Some Markets

WASHINGTON, Jan. 12.—An attack was opened here on a suggestion by the Joint Committee on Educational Television that educational stations in single-state, non-metropolitan areas be permitted to broadcast commercial network programs.

Two Illinois broadcasters urged the Federal Communications Commission to strike the JCEIT brief, in the use of TV allocation reserved, because it would permit commercial use for channels reserved for educational institutions. Other applicants would have to compete for commercial TV channels.

The Broadcasters-Rock Island Broadcasting Company, operator of WJRW-TV, and Peria Broadcasting Company, applicant for a TV channel, also objected to JCEIT's brief brought new issues into the hearing after the deadline. The JCEIT brief filed November 26, pointed out that a serious problem exists in 30 educational centers in non-metropolitan areas because they do not receive regular TV service supplied to major cities.

Add 3 1/2 Hours To WWJ Sked

DETROIT, Jan. 12.—Opening of the new Dave Garroway Today show Monday (14) will bring WWJ-TV from three and a half hours earlier than scheduled to 6:30 a.m. local programming to fill in an hour of that time.

Following the Garroway sign-off at 9 a.m., "Play School" will go on, slanted for pre-school age kids. Show will feature a mixture of music-piano and vocal—and a new film, "The World of Lavalas," goes on at 9:30, with a book program following at 10.

in the cowboy merchandising field, yet they're still reluctant to plunge wholeheartedly into mass electric-fight. Consequently, he explained, the idea of a spare cowboy appears to them as a happy compromise.

TIME SWITCH

Lipton to Kine Godfrey Show For W. Coast

NEW YORK, Jan. 12.—Lipton's Ten this week cancelled Arthur Godfrey's "Talent Scouts" on KNXT, Los Angeles and KPIS, San Francisco. The stations carried the show live via microwave relay. The 5:30 Monday program, which has been a prime time slot in the time differential sharply reduced the ratings of the show. The advertiser now will present the program on Tuesday.

The \$600 saved by not taking the micro-wave West from Omaha to Los Angeles will be paid for an evening period on both Coast TV stations. Show airs via the Columbia Broadcasting System TV network.

TV Version for ABC Drama Seg

NEW YORK, Jan. 12.—On the basis of a 30-week radio run, the American Broadcasting Company this week set up a TV version of "Newsday Theater," which will move into the 9:30 to 10 p.m. time slot on Wednesday. The 30 series continues in its 8 p.m. Tuesday slot.

TV day after the veespee Charlie Underhill decided on the move on the basis of the wealth of material available for the series. He uses adaptations of stories from Collier's, Woman's Home Companion and American magazines. It will directly precede "Columbia Theater" and "Palmer Prize Playhouse" dramatic series, which alternate in the 10 to 11 p.m. slot. "Newsday" and "Playhouse" will be Wilbur Stark.

\$5-Mil Jackpot

Continued from page 1

in the full year, it will gross close to \$2,500,000 in time and talent. The game will feature a 15-minute segment for talent, and something over \$5,000 per week per talent. The show, on the 28 stations cleared thus far. Four banks of \$100,000 each, for a total of \$1,250,000 annually in time and talent. The show has a potential prize pool of \$500,000 in the basis of time and talent cost of about \$30,000 per week. The basis of a 15-minute period, the web has a potential gross of \$25,000,000 per bank of the show goes completely S.R.O.

Profitable TV Audience exclusive with

LANCASTER, PENNA.

Only TV station in—only TV station seen—

in this large, rich Pennsylvania market.

Represented by Clair R. McCollough, Pres.

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

ZIV *ROCKS* RADIO

...with the most provocative show
in America today...starring

DANA ANDREWS

in

"I WAS A
COMMUNIST
FOR THE
F.B.I."

EACH
HALF-HOUR
A COMPLETE
EPISODE

5 SPONSOR
IDENTIFICATIONS
including
3 FULL-LENGTH
SELLING
COMMERCIALS!

INTENSE! BREATH-TAKING! MOMENTOUS!

BASED ON THE ACTUAL AUTHENTIC
EXPERIENCES OF MATT COVICH WHO
POSED AS A COMMUNIST FOR THE FBI

TRANSMITTED FOR LOCAL
AND REGIONAL SPONSORSHIP

40,000,000
AROUSSED AMERICANS
were jolted by this
sensational series in the
Saturday Evening Post! ...

Additional millions of
ALERTED CITIZENS
were awakened by
it as a "Must See" movie! ...

NEVER BEFORE
the history of radio has such
a thrilling document been
so brilliantly dramatized! ...



FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Radio Holds Strength in Top TV Markets

A Billboard-Pulse Study

NOTE: Figures in each city represent percentage of radio homes listening to radio during the average quarter hour in the period indicated.
Number of radio families given are Broadcast Measurement Bureau estimates, which are only for 1947 have been listed for 1948, 1949, Chicago and Boston for 1950. The 1948 estimate indicates that the number of radio families increased by about 30 per cent in that time.

NOTE: Figures in each city represent percentage of radio homes listening to radio during the average quarter hour in the period indicated.
Number of radio families given are Broadcast Measurement Bureau estimates, which are only for 1947 have been listed for 1948, 1949, Chicago and Boston for 1950. The 1948 estimate indicates that the number of radio families increased by about 30 per cent in that time.

NEW YORK

NEW YORK radio was stronger in every period in 1951 than in 1949, a year not covered in this average quarter hour in the period indicated. The 1948 estimate indicates that the number of radio families increased by about 30 per cent in that time.

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	18.3	16.3
Noon to 6 PM	25.5	21.6
6 PM to Midnight	34.6	26.1
6 AM to Midnight	26.1	21.3

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	18.8	+5	15.5
Noon to 6 PM	25.6	+1	22.3
6 PM to Midnight	34.6	0.0	25.8
6 AM to Midnight	26.3	+2	21.2

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	20.1	+1.3	17.6	+2.1
Noon to 6 PM	25.1	21.5
6 PM to Midnight	33.6	-1.0	26.7	+9
6 AM to Midnight	26.3	0.0	21.9	+7

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	19.2	-9	18.4
Noon to 6 PM	22.6	-5	21.8	+3
6 PM to Midnight	31.2	-2.4	25.8	-9
6 AM to Midnight	24.3	-2.0	22.0	-1

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	21.0	+1.8	20.0	+1.6
Noon to 6 PM	24.4	-1.8	22.2	+4
6 PM to Midnight	28.2	-3.0	25.3	-5
6 AM to Midnight	24.5	+2	22.5	+5

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	21.4	+4	19.9
Noon to 6 PM	23.0	-1.4	23.3	+1.1
6 PM to Midnight	26.7	-1.5	23.0	-2.3
6 AM to Midnight	23.7	21.2

PHILADELPHIA

WINTER morning listening was stronger than ever in 1948, the summer morning listening was almost as high as in 1948, the year recently established itself in Philly. Winter afternoon listening picked up in 1951, this it was still short of its high in 1948. Evening radio usage, both summer and winter, declined steadily after 1948. But the 1948 estimate shows that the number of radio families increased from 1948 to 1949 by more than 12 per cent.

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	15.9	13.2
Noon to 6 PM	22.4	23.0
6 PM to Midnight	28.8	21.2
6 AM to Midnight	22.4	19.1

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	15.9	0.0	13.9	+7
Noon to 6 PM	24.9	+2.5	24.0	-1.0
6 PM to Midnight	24.4	+2.6	22.5	+1.3
6 AM to Midnight	24.1	+1.7	20.1	+1.0

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	16.5	+1.6	15.3	+1.4
Noon to 6 PM	25.0	+1	24.8	+1.9
6 PM to Midnight	30.2	-1.2	24.4	-1.7
6 AM to Midnight	23.9	-2	21.5	+1.4

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	16.1	14.8
Noon to 6 PM	24.4	-6	22.8	-1.9
6 PM to Midnight	27.3	-2.9	21.9	-2.5
6 AM to Midnight	22.6	-1.3	19.8	-1.7

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	15.0	-1.1	14.5	-3
Noon to 6 PM	21.6	-2.8	21.0	-2.8
6 PM to Midnight	21.8	-5.5	19.6	-2.3
6 AM to Midnight	19.5	-3.1	18.4	-1.4

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	17.4	+2.4	15.2	+7
Noon to 6 PM	21.9	+3	19.1	-1.9
6 PM to Midnight	19.8	-2.0	16.8	-2.8
6 AM to Midnight	19.7	+2	17.0	-1.4

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	21.4	+4	19.9
Noon to 6 PM	23.0	-1.4	23.3	+1.1
6 PM to Midnight	26.7	-1.5	23.0	-2.3
6 AM to Midnight	23.7	21.2

A Plea for an End To a Lunatic Trend

The Billboard has had the persistent feeling that, regardless of the rapid development of television, radio has continued as one of the nation's healthiest advertising media, that intelligently purchased radio represented the single best buy-advertiser could make. We received with stunned disbelief the announcement of about a year ago that the National Broadcasting Company was proposing a rate cut in television markets. We breathed an uneasy sigh of relief for radio when that proposal was abandoned by NBC after station operators had itself.

We witnessed with sadness and awe the debacle of the Columbia Broadcasting System's 10 per cent rate cut announced during the last National Association of Radio and Television Broadcasters' Convention in Chicago. And we watched with admiration and a small, forlorn feeling of hope the valiant efforts of hundreds of affiliated stations of all the networks to prevent the CBS cut from becoming "official" and spreading, as it did, thru the other networks.

NBC Plan
We were again astonished by those sections of the National Economic Study Plan which called for a "downward readjustment" of rates in the case of half the NBC stations, and we were particularly appalled by that phase of the formula which attempted to cut rates on the basis of television penetration. We did not, and do not now, subscribe to the theory that radio must automatically cut rates in areas where television has come into wide usage, any more than we believe that magazines or newspapers should cut rates auto-

CHICAGO

CHICAGO radio usage in the summer of 1951 was up from the previous summer in every time segment. It was down 1.1 per cent from the summer of 1947, when there was a major decline in station operation and TV set circulation was small. January-February radio usage in 1951 was down 3.8 per cent from 1948. For the 1948 radio families in 1951, the 1948 estimate is used, since there was none for 1947. A rather steady increase in the number of radio families from 1948 to 1949 appears.

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	18.0	18.0
Noon to 6 PM	25.8	25.8
6 PM to Midnight	21.2	21.2
6 AM to Midnight	21.7	21.7

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	19.4	20.8	+2.8
Noon to 6 PM	25.2	25.6	-2
6 PM to Midnight	29.4	24.8	+3.6
6 AM to Midnight	24.7	23.7	+2.0

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	23.0	+3.6	19.6	-1.2
Noon to 6 PM	26.0	+3	24.0	-1.6
6 PM to Midnight	26.8	-2.6	20.6	-4.2
6 AM to Midnight	25.3	+4	21.4	-2.3

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	20.7	-2.3	18.8
Noon to 6 PM	22.8	-3.2	21.3	-2.7
6 PM to Midnight	22.9	-3.9	18.6	-2.0
6 AM to Midnight	22.1	-3.2	19.6	-1.8

TIME	Jan.-Feb.	Inc. or Dec. from Prev. Tr.	Jul.-Aug.	Inc. or Dec. from Prev. Tr.
6 AM to Noon	20.6	20.0	+1.2
Noon to 6 PM	21.8	22.4	+1.1
6 PM to Midnight	19.9	-3.0	19.4
6 AM to Midnight	20.8	-1.3	20.6	+1.0

REPRINTS AVAILABLE

Reprints of the charts shown on these pages are available direct from Reprint Service, The Billboard, 2160 Patterson Street, Cincinnati 22, O. Shipment, sent prepaid, within 10 days of receipt of order.

50 copies	\$11.50	300 copies	\$15.90
100 copies	13.50	400 copies	18.10
200 copies	14.60	500 copies	20.40

Communications to 1564 Broadway, New York 19, N. Y.

Detroit Firm Buys Bistro as Party H.Q.

With two tiers of tables around the stage, plus a balcony, the place has become a favorite for sponsored gatherings. It is capable of handling up to 900 satisfactorily. Present operation inherited the redecorating, said to have cost \$400,000. The new owner, Murray, came from the old Oriole Theatre, in 1944. Murray spent generously on further

Unions Appeal

Hub Blue-Nose Action Vs. Clu

SORRY SITE
Ops Claim A

Ops Claim Too Expensive

To Shut Cage

Walters said the reason the folderoo was his inability to find any solid attractions and the lack of poke at headlines "worth \$3,000 in 1945 and now worth \$10,000 more."

"In 1945," said Walters, "we paid an act \$3,000, we got with a \$4,000 profit. The

Agencies claim that they had tried to get the A. J. Sisters, Ritz Brothers and names to come in but were unsuccessful.

Waiters said that the show was a week.

about \$5,000 a week. Cramer put it closer to \$10,000 a month or so.

Hub's Complex

The unit, tagged "S
on Ice" will go in on a

deal and options. The originally set for a na policy to tee off with Cavallaro's ork, but in juggle dates made him able. The ice show deal

**Night Club-Variety
More Night Club-Variety
and Burlesque Notes**

Reviews on pages

Partial Roster
Parties have included day and

night events; big personal parties; weekly originations for the Stanley Home Products Show on WWJ-TV; WXYZ staff Christmas party; and a memorial gathering for the late G. A. Richards, radio tycoon.

Unique angle is that a big industrial firm is running a private night club in effect, and viewing it as a sound factor in public relations, after a year's experiment. Idea has been closely watched by other large concerns, and may be widely copied elsewhere as suitable spots become available. Over 100,000

people have been in the place for various events held in the past year, and presumably been given a favorable impression by Murray's management of the spot, which is, however, very unobtrusive.

Lessees take the room over to the night, subject only to basic house rules. One of these is strict union operation in all departments, including a stagehand backstage, even tho events ma

Only serious squawks to use of union help, especially of the affected theatrical crafts, has come from union organizations renting the hall, who usually figured they couldn't afford to pay union scale themselves.

No liquor is sold in the place, which does not have a liquor license. Lessees arrange for the caterers to provide the liquor.

day (9) to hear a bear-ear nine isolating of the Musi-
build of
that the

Frank Ross, 28, is a Catholicism man for a national Catholic organization in Washington where he handled the "Catholic Hour" radio show.

Realignments

study Canova, joins the staff as head of the act department. Canova will continue as manager of the act, with ABC now presiding over the act for personal appearances. Dick Lewis, new to the business, joins ABC in the cocktail department.

ment, filling the vacancy created by the resignation of Bob Ehlert, who has joined General American Corporation here (see rate story). Williamson will handle some of the accounts formerly serviced by Ehlert.

Other members of the local org are Paul Bannister, he the one-nighter department Joe Musse, manager of the tail department.

NEW YORK, Jan. 12.—Sennes, large Midwest agent-booker, will open branch in New York as soon as suitable theaters are found. Sennes has Larry Gengo to head the New York office. Gengo quit the

and Green office to join \$

Juke Box Disk Purchases Up to \$500,000 a Year

40-or-More Phonos Major Factor; Wax Men Aim Exploitations at Ops

Continued from page 1

have for some time been moving their locations closer and closer to "Tenth Avenue" (aka "Juke Box Row"). An increasing number of diskeries and record companies are turning out title strips specifically for the operators. Other examples of the diskeries' attitude toward ops are Mercury's special four-for-one deals, and the various honky-tonk piano disks turned out by many record firms with the operator counted on to buy enough disks to make the recording a profitable one.

Another strong indication of the record companies' attitude toward

ward the music machine industry is the stand taken by the manufacturers, including the record company Bill Hedges. The manufacturers took a stand in favor of the operators and directly opposed the American Society of Authors, Composers and Publishers.

BMI Drive for Clef Pacts Nets 3 More

NEW YORK, Jan. 12.—Broadcast Music, Inc., continuing its drive to build a stable of contract writers, last week raised the total of signees to about 70 when pacts were completed with writers Terry Gilkison, Lucky Millinder and Albert Gamse. The latter two writers resigned from the Merchandise Company, Inc., and the Authors and Publishers to make the BMI writer deals. Deals were

(Continued on page 42)

Mercury Sets Up Stock Order Plan

Merchandise Ordered by February 29 To Be Sold on 40-10 Per Cent Discount

CHICAGO, Jan. 12.—With increasing emphasis being placed on the use of 45 r.p.m. disks as a result of the sale of multi-speed home players and the swelling growing use of 45 r.p.m. juke boxes, Mercury has announced an incentive stock order promotion which will start immediately and run thru February, 1952.

Listing 500 singles and 82 albums, Mercury plan calls for all merchandise ordered by dealers on a special form by February 29 to be sold on a 40-10 per cent discount. Distributors will be allowed to place their orders under the plan thru February 15.

Based on the distributors' discount, a deferred payment plan offered by Mercury to its reps may be passed on to the dealers. Mercury is offering two plans to its distributors. Plan A allows the dealer to work on a full gross basis orders his full quota of merchandise for the year. The other plan is to order on the special order plan with a minimum of 25 disks per single for 45 r.p.m. (platters minimum), and orders 50 per cent of the albums listed on the form, with

Recent disk industry estimates of the importance of sales to coin operators, including the record company Bill Hedges. The manufacturers took a stand in favor of the operators and directly opposed the American Society of Authors, Composers and Publishers.

Part and parcel of the growing importance of the operator is the mushroom growth of the one-stop record shop, actually a sub-distributor carrying all labels for the purpose of servicing coin machine operators from a single location. One diskery claims that its distributors' sales to one-stops have increased in some territories by more than 50 per cent, while a local one-stop owner reported that his business was 200 per cent ahead of his 1950 figures.

One of the major reasons for the increase in disk sales to coin operators has been the heavy swing toward the jukebox machines, the Seaburg 100-selection machines, the AMI 80-selection units, and

(Continued on page 42)

"KISS" BLISS

Satchmo Hits Fast Stride

400,000 Disks

NEW YORK, Jan. 12.—The trade generally theorizes that it's the fresh, young talent that will make the hits, the legendary Louis Armstrong has cropped up prominently to represent the old dog who will never be put down. Satchmo, on wax currently, is kicking on all fours with his diskings of "A Kiss To Build A Dream On" and his latest effort in concert with Gordon Jenkins' orchestra, "When It's Sleepy Time Down South."

"Kiss" currently is the number one record at Decca after the hot "Tell Me Why," and has done Disking irregularly to date. The past six weeks, it has been the pick of the top side, "I Get Ideas," but for the past six weeks, it has been "Kiss" has taken the play. The "Kiss" has not hit the best-selling lists with any noticeable consistency, its sales impact was in

(Continued on page 42)

Ray's 'Cry' Tops Millionth Disk

NEW YORK, Jan. 12.—Columbia Records announced yesterday that the Johnny Ray disk "Cry" and "Little White Cloud That Cried" had topped the million sales figure, making the record one of the fastest selling since Pat's "Tennessee Waltz." The Ray record was released by Columbia a little over eight weeks ago.

First shipments of the disk went out to retailers on November 1. The platter is still the label's number one item.

Columbia Strike Ends; Biz Hurt Very Little

BRIDGEPORT, Jan. 12.—The three-week-old strike of the local United Electrical Workers against Columbia Records was settled at a meeting this morning, and the workers report back to work in the company's plant Monday afternoon. The focal point of the negotiations was a pension plan which the company maintains it does not afford to institute, but which the union insisted upon. No pension plan was written into the new agreement. The union won a wage increase and the provisions of the government wage stabilization laws.

For practical purposes the strike did not hurt the company as much as might have been anticipated. Actually, in order to catch up on production of the

firm's many going hits, several weeks before the strike, Columbia had decided to suspend issuance of new releases until after Christmas. A certain amount of pressing was maintained thru the end of the label's plant sales. Johnny Ray, sells such an individual record, and in many cases, decided to wait until his platter of the hit tune "Cry" was available, rather than produce a new Ray disk, as recently happened with the late, Rosemary Clooney, Guy Mitchell, and others, which A.R. Mitch Miller had had ready since before the strike.

Coming with a rush, now that the plant is back into production, are a new Ray disk, as well as the new recordings of late, Rosemary Clooney, Guy Mitchell, and others, which A.R. Mitch Miller had had ready since before the strike.

SAX GIMMICKS RUN GAMUT

HOLLYWOOD, Jan. 12.—The current trend toward tenor sax solos on ballads leads to some weird experiments by disk makers, which a Chicago diskery plugged a mile into the jukebox system of a Hammond organ recently to get a new sound for its star tenor sax player. A local diskery went all out, cutting the ballad into a one-minute piece, while in another room the lead tenor played all the feed-in notes, which mixed up the two separate musical entities. Quirk on the deal was that the tenor man couldn't hear what the background was playing and vice versa. Recording director merely popped up two bars on the foot of the tenor man's studio and the recording, oddly enough, turned out perfect the first time.

CAPAC Wins All New Pleas Except Radio

TORONTO, Jan. 12.—Composers, Authors and Publishers' Association of Canada, Ltd., has won all tariff requests it filed with the Copyright Appeal Board, with the exception of that submitted for radio.

While CAPAC has made its submission on behalf of its radio schedule, the hearings have been adjourned to January 21 pending a reply from the Canadian Association of Broadcasters. It is expected that by then some sort of compromise will have been worked out. This formula will be submitted to the Copyright Appeal Board for perfunctory approval.

The agreement or schedule approved by the board at that time will be retroactive. It was indicated at the hearings, The CAB has agreed to such an arrangement.

Opposition

The tariff sought by CAPAC in fields other than radio remained the same as last year. Strong opposition was drawn from the various groups, with adamant stands being taken by nurseries, service clubs, and other groups. All with a variety of reasons why the tariff should be lowered.

(Continued on page 42)

SPA Pubber Audit Battle Fares Anew

NEW YORK, Jan. 12.—The battle of the publishers and the Songwriters Protective Association and the E. H. Morris and Leeds publisher's association has been renewed after a cooling-off period ended by the date of the new revised SPA contract, which the publishers signed in 1947. That would permit auditing both sides in the audit movement, some publishers repudiated with SPA the matter of how far back publishers can go into publisher books. This latter point has developed into a major bugaboo in the audit picture.

Buddy Morris, who returned here this week after several weeks on the West Coast, said that he had no objections whatsoever to SPA's request for an audit, but that he strongly objected to both Blau and Traubner, pointing out that his books are under constant audit by such writers as Frank Loesser, Hoagy Carmichael, Julie Styne and Sammy Cahn. He also pointed out that the new revised SPA contract, which the publishers signed in 1947, that would permit auditing both sides in the audit movement, some publishers repudiated with SPA the matter of how far back publishers can go into publisher books. This latter point has developed into a major bugaboo in the audit picture.

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The session ran to 5 a.m. Friday (11), and by Friday afternoon Al Hines and Levy's record company, Arnold Shaw, were rushing acetates to radio stations for the deejay spins. Levy and company were busily circulating for additional recordings at that time, and the deejays were being asked a possibility. The Decca disk, which had printed the name ready for the mart by Monday (14), Levy even had the King of Swing, "The King of Swing," deejay Jack Jackson after a trans-

ASPAC May Garner 1-Mil From Pix Co's

Sum Would Cover 2-Yr. Period Since Consent Decree

NEW YORK, Jan. 12.—Sources close to the American Society of Composers, Authors, and Publishers, inner sanctum estimate that the picture industry will get in slightly over \$1,000,000 in the final settlement with the major movie companies to cover the two-year interim period since the consent decree. No estimate of the individual companies' settlements was made since from the \$15,000 agreed to by the MGM flicker factory.

It is said that several of non-movie-affiliated publishers are less pleased with the settlements, which are being made individually with the flickeries. They claim that the million dollars for the two-year interim period is a "disappointing" income to preserve a right. The picture industry has indicated on a comparison with radio income for last year, which ran somewhere between \$5,000,000 and \$5,000,000.

S&S Kidskerry Signs Durante, Cantor 1-Shots

NEW YORK, Jan. 12.—The Simon & Shuster kidskerry this week committed to a series of deals with Eddie Cantor and Jimmy Durante. Agreement between the two sides and artists to be made and covers a single recording shot and a single recording shot. The deal is a commercially successful, S. & S. intends to pick up additional names. Both Durante and Cantor will be used on the S. & S. Big Golden 81 label.

(Continued on page 42)

H'WD TO ENG.

Go Stafford, Johnson Cut Distant Duos

NEW YORK, Jan. 12.—Some Anglo-American harmony was made this week via a unique cross-Atlantic duet featuring Teddy Johnson and Teddy Johnson and Fern Chandler to Stafford. Johnson recorded the new disk "The Monrovia I Saw You," with Norris Parnass's record company. The record was flown to Hollywood where Miss Stafford cut her part of the duet. The other disk, "The Monrovia I Saw You," was flown to New York.

(Continued on page 42)

ENTERPRISING MUSIC MEN

Tunesmiths, Waxers Leap Aboard as Vessel Sinks

Continued from page 1

grave, Clinton and Hendler along with publisher Levy and recording studio, sliced the epic with Alan Holmes' orchestra and an enlarged choir.

The session ran to 5 a.m. Friday (11), and by Friday afternoon Al Hines and Levy's record company, Arnold Shaw, were rushing acetates to radio stations for the deejay spins. Levy and company were busily circulating for additional recordings at that time, and the deejays were being asked a possibility. The Decca disk, which had printed the name ready for the mart by Monday (14), Levy even had the King of Swing, "The King of Swing," deejay Jack Jackson after a trans-

oceanic telephone hype had been put to the English spinner.

At the same time, from Chicago it was reported that Mercury Records was rushing to market an etching by Win Stereok, a local TV star, who had been called "Sinking of the Enterprise," Tune records was published by Algonquin Music.

Ben Aronin, Rabbi and lawyer, has written a new kidskerry disk, "The Sinking of the Enterprise," which has been called "Sinking of the Enterprise," Tune records is sending out 50,000 disks on a guaranteed sales basis. The records will be shipped Wednesday (16).

THAT DISK ASSN.

Dealers Join New Org, Pose Queries

NEW YORK, Jan. 12. — The much-talked about local record retail dealers association appeared to be making some headway this week, altho several pertinent matters concerning the group still remained in the dark. The group, called the Association of Record Dealers, Inc., staged an open meeting Thursday (10), attended by about 70 disk dealers who were invited to join the association. More than half of the dealers present are reported to have joined. Running the meeting were Charles Lichtman, co-owner of the Whirling Disc Record Shop; Albert Gornor, formerly head of a trade association for the coin-

operated washing-machine industry; and Charles Katz of the Katz and Wolchok legal firm, which represents several trade organizations.

Stated purposes of ARD were to end price cutting and unfair trade practices, and the elimination of distributor discrimination. Katz told the dealers that he had already filed a complaint with the Department of Justice and was preparing a law suit charging violations of the Robinson-Patman Act by a number of distributors and manufacturers. He also told the assembled dealers that the ARD would fight for several new amendments to the Miller-Tydings Act which would require both signers and non-signers of fair trade agreements to abide by the agreements.

Talks "Strike"

According to Katz, the dealer group would "strike against purchasing from any manufacturers who did not play fair." He pointed out, however, that the association was not aiming any of its actions against any one dealer, manufacturer or distributor. Dealers were told that another meeting would be held within the next three or four weeks.

A mild hassle developed over the questions of membership dues and ARD officers. Dealers joining Thursday (10) were asked to pay dues of \$6 a month, and were told that those joining after February 1 would be asked to pay a \$25 initiation fee in addition to monthly dues. It was at this point that the rubarb started. A number of dealers demanded to be told who the ARD officers were, and how they were elected. Lichtman claimed that naming the organizing dealers might put those merchants in a "bad spot" with their distributors. He said that the officers would be named at the next meeting and that new elections would also be held at

TAKES ROOT

Middle West Losing Wok To California

HOLLYWOOD, Jan. 12. — The Midwest territory may be losing a lot of time on one of its most important band properties, for Lawrence Wolk, the veteran MCA artist, this week purchased a home in Brentwood here and is selling his River Forest, Ill. home. Wolk said that he intends to move his family to the Coast when the children finish the school term, except for his oldest daughter, Shirley, who will remain at Marquette University, Milwaukee, where she is a sophomore.

Wolk said that he has been urged to return to the Midwest ballroom biz, but that he is continuing with his Aragon Ballroom, Ocean Park, Calif., indefinite engagement, in view of the fact that his Friday night TV show over KTLA, Los Angeles, has now garnered a bankroller (The Billboard, January 12). Show has a 13-week pact with options.

Wolk said that even if he is freed of his local TV obligations, he intends to spend no more than three months of the year touring.

that time.

The Billboard, however, learned the names of the ARD officers yesterday (11) after questioning Lichtman. He said that he was president; Mr. Lewis, Lewis Radio, secretary-treasurer; Al Diamond, Diamond Record Shop, vice president; and Sol Slotkin, Ruvoli Music, sergeant-at-arms. It was also disclosed yesterday that Lichtman had been elected for a one-year term, and that both Gornor and Katz had been retained for one year each, tho they are "not yet on salary."

The meeting closed with a group of dealers named to an advisory committee to work with the ARD officers. Committee consists of Allen Blankfield, Elizabeth Record Shop; Jack Seader, Music Shop; Ben Rutland, Thalia Record Shop; Mr. Frank, of Village Record Shop; and Mr. Leventstein, Arcade Associates.

Petrillo Okays Toronto Prexy

TORONTO, Jan. 12. — Plans for a new election sought by the Toronto Musical Protective Society were nullified following the arrival of international treasurer of the International Federation of Musicians, Henry J. Stepien, in the city.

Elections held last month brought opposition of some 50 percent of the membership against President Walter Murdoch for the first time in his 15 years. Murdoch is also vice-president of the International union.

The results of the elections resulted in near defeat of Murdoch by Carve Bray, who headed a slate which sought to remove from control of the union those men who were not so-called "professionals." These are men who take odd jobs at music.

A meeting was held following the election, and under a motion brought by Murdoch, because of a technicality in the holding of the first election, a new election was ordered by the membership. But as one newspaper put it, "the long arm of Petrillo reached out" and declared the first election as legal.

Members of the executive board include Cursey Timarsh, Bill Altman, John Orde, Gordon Delamont, John Wial, Roy Lockenley, Les Foster, Harry Freedman, Sydney Gangbar, Alfred Shaul, Brian McCool and Ernest Johnson.

Richmond to Publish First Flicker Tune

NEW YORK, Jan. 12. — Pubber Howie Richmond this week picked up his first movie song by acquiring the rights to "Lady Love," tune penned by Bob Russell and Lester Lee and featured in the Columbia Pictures film, "Sound Off." Diskings of the tune are now being set. Copyright will be held in Richmond's Cromwell catalog. Flick stars Mickey Rooney.

GOLD GUITAR

Les Paul and Mrs. Got It From Capitol

NEW YORK, Jan. 12. — Capitol Records' Presy Glenn Walliche presented the Les Paul-Mary Ford disk team with a gold Gibson guitar in honor of the duo's sale of 6,000,000 disks during 1951. According to the diskery, the husband-wife team went over the million mark on "How High the Moon" and "Mocking Bird Hill" while "The World Is Waiting for the Sunrise," "Tennessee Waltz," "Just One More Chance" and "Josephine" sold over 500,000 copies each. Other big sales items for the team were "Jingle Bells" and Volume 2 of the Les Paul-Mary Ford albums.

On the basis of the usual 5 percent royalty paid disk artists, trade estimates are that the team earned about \$150,000 from disk sales last year.

TURN BACK THE HANDS OF TIME

EDDIE FISHER—Victor
JERRY GRAY—Decca
BOB SANDS—Capitol

CHOICE MUSIC INC.

1230 Broadway • 9100 Sunset Blvd. Hollywood
CH 3-7889 CA 1-1934

Stop-Look-Listen

NAT COLE'S

New Release

"UNFORGETTABLE"

Capitol 1808

BOURNE, INC.

709 7th Ave., New York 10, N. Y.

Another BMI Pin-Up Hit!

ALL OVER AGAIN

Recorded by
Tommy Dorsey (MCA)
Yummy Edwards (Capitol)
Betty Granger (Decca)
Carmen Taylor (Mercury)

Exclusively Licensed by
BROADCAST MUSIC, INC.

Watch for . . .

"SMOKEY THE BEAR"

HILL and RANGE
SONGS, INC.
BEVERLY HILLS, CALIF.

THANKS for your FINE RECORDINGS of

HELEN O'CONNELL
CAPITOL #1837

ROBERTA LEE
DECCA #27792

RIDGEWAY MUSIC, INC.
6087 SUNSET BLVD., HOLLYWOOD, CALIF.
Charlie Adams, Gen. Mgr.
Sole Selling Agent—KEYS MUSIC, INC.—146 W. 54th St., New York 19, N. Y.

Music as Written

Tosny to Close 15th Season With Benefit . . .

Arturo Toscanini will give one of his rare benefit performances on March 29 to close his 15th annual season at the head of the NBC Symphony Orchestra in behalf of the Building Fund of the New York Infirmary. Mrs. David Bernard is head of the Infirmary Concert Committee. The benefit performance will feature a reading of Beethoven's Ninth Symphony. The conductor currently is auditioning soloists for the performance.

Johnnie & Jack Get Better Victor Pad . . .

The RCA Victor country duo Johnnie & Jack have been inducted to a new long-term pact with the diskery, as a result of the sales performance of their recent releases. Duo's old paper was torn up and superseded by the new contract at better terms.

YPR Separate Entity, No Merger Afoot . . .

Following some trade confusion on the exact status of the Young Peoples Records and Children's Record Guild diskeries since recent YPR affiliation with the American Recording Society, YPR last week sent out assurances to its dealers and distributors that the kiddie firm will not merge with CRG. The YPR statement emphasizes that it will maintain a sales organization distinct and completely separate from the CRG set-up. American Recording Society will, however, act as national sales and promotion agency for CRG disks.

Pollock Unites Mercury For Telco Distrib Post . . .

Hank Pollock, Eastern sales representative for Mercury for the past four years and prior to that manager of the Mercury's Cleveland branch, resigned last week to become sales manager of Telco Distributing Company, which handles television sets, cameras and other appliances. No replacement has been named by Mercury to take over the territory covered by Pollock.

Strike at K. R. Smith, Bat Coast Works . . .

A strike was called against the indie pressing plant of K. R. Smith, a division of Allied Recording Manufacturing Company, Thursday (10), in order to keep up production, the firm is shipping all masters out to its West Coast plant via air freight, and finished pressings are being shipped back East for distribution.

Muscarella Signs P.M. Papers With Morgan . . .

The personal management papers were finally inked last week which named Ray Muscarella to handle P.M. duties for Al Morgan. Muscarella also handles Tony Bonanno. Expected within the next two weeks are additional signings to increase Muscarella's talent stable.

Saul Biheri Making Plunge, Marrying Coast Cover Gal . . .

Matrimony is finally taking one of the four Biheri brothers who operate Modern and RPM diskeries in Hollywood. Saul Biheri, the line of the four disk manufacturing fraters, marries Linda Peterson, 18-year-old local cover girl, February 14. Les, Jules and Joe will be attendants at the nuptials.

New York

Thru Mary Mayo has been booked for a series of personal appearances. Currently at Monileone's, New Orleans, she opens at Moe's Main Street, Cleveland, January 18, for one week; at the Town Hotel Milwaukee, the week of February 5; and at Casino Theater, Toronto, the week of February 28. Between these dates, the thrush will double back to New York for several TV guest shots. . . . Current Collier's mag features a photo of several TV guest shots. . . . Spot-Bat Kenny is throwing a costume party to celebrate his Paramount Theater opening Wednesday (16). . . . Decca Records executive vice-president, Leonard Schneider, went to Nashville Thursday (10) to spend several days with the diskery's

country talent. . . . Decca's pop recording topper, Mory Palitz, spent last week-end in Chicago to stage a session with Jerry Turzy. . . . Crooner Alvin Dale cut two sides for the Decca diskery. The deal was strictly for the two faces. . . . Arthur Shimkin, Simon & Schuster a.k.a. chief, is off to Hollywood January 21. . . . Joe Higgins, Columbia & staff, entered Polyclinic Hospital here last week for a check-up. . . . Decca Record's proxy Sidney Salsgal left for a three-week talent scouting tour in South America. . . . Reg Connelly, of Campbell-Connelly Music, returns to New York Saturday (12) after a vacation in Nassau. . . . Sam-Joy is publishing the new English novelty tune "I Stood and Threw Con-fetti," written by Michael Carr. . . . Singer Kim Carson has recorded Pat Ballard's ditty "The Bible Told Me So" for Blue-Tone Records.

The Wavers, currently at the Park Lane Hotel, Denver, have been set for the following appearances: . . . Duffy's Stardust Room, Cleveland, January 24 to February 3; Yankee Inn, Akron, February 4-10; New Haven, February 13-17; Scranton, February 23 and 24; Oklahoma A. R. M. (concert), March 15, and a return date at the Blue Note, Chicago, March 21 to April 3. A series of concert dates are being lined up to fill in open spots on the group's schedule. . . . First concert performance of Miklos Rosa's "Quo Vadis" symphonic suite will be held in Kansas City on January 20, when the Kansas City Philharmonic orchestra performs the work. . . . Herb Lutz arrived in town last week to set up permanent Eastern headquarters for the Lutz Brothers and Herbert publications. . . . George H. Fata, proxy of Dean Phono, leaves on January 15 for a three-week sales trip to the West Coast. . . . Bobby Galt goes into Ben Malek's Roadside, Tuesday (12). . . . Batty Closey has been set for a week at the Chanticleer, Baltimore, beginning January 21.

Chicago

Eddy Howard, who opened at the Oriental this week, cut five sides for Mercury. . . . Kenny Meyer, Mercury disk jockey/promotion man, is doubling with Howard at the theater. . . . Earl Hines and his new band set in the Blue Note for a week starting February 3. . . . Harlan Faide held over at the Silhouette thru February 14, then moves to Denver where he opens at the Zanbury, February 18. . . . Eddie South closes a 30-week run at the Air-liner February 3. . . . Batty T'Cuira, set to return from Honolulu January 20, had been held over for an additional four weeks.

Coral picked up Jack Haskin's option with a one-year pact. . . . Mugger Spanier, who opened at the Blue Note Friday (11), made a quick trip to Milwaukee Tuesday to help his step-son, Buddy Charles. . . . Mercury, launch his first teeny emperature at the Town Club. . . . Jack Russell, Miami, to New York to set bookings for Jack Haskin and Connie Russell. . . . Doc Kilpatrick returns here in two weeks to cut Lulu Belle and Scotty.

Hollywood

Paul Neighbors' band opens at the Claremont, Berkeley, Calif., January 22, where he remains until May 5, when he opens at the Statler, New York, his first Gotham engagement. Until the room closes for the summer hiatus about six weeks later. . . . Nick Stuart, the MCA band leader, is deserting the bandstand at the Flamingo, Las Vegas, to return to flickers for a short stint as a heavy in a Columbia serial. Stuart was a huge in pictures. . . . McConkey Morgan has cut Henry Bauer's ark in five telepics. . . . Gus Morgan has given McConkey Torgans a 90-day authorization to handle him for TV. Morgan is being paired with Arthur (Dagwood) Lake and his family in a 30-minute rep. . . . Ralph Wonders, of Arena Stars, Inc., will replace Leonard Renee, the firm's New York rep, who is asking the agency February 13 when his two-year pact ends, with a radio-TV exec. . . . Mary Ford and Les Paul, currently at Cro's, have dropped Wally Kammern, the bass player, and Chasen Sommers, the piano player, who the off-duty double, whoing with Les Kammern and

(Continued on page 44)

DECCA RECORDS

BREAKING WIDE FOR A HIT!

GORDON JENKINS
and His Orchestra
and Chorus

Aurora Maria

DECCA 27912 (78)
DECCA 9-27912 (45)

DECCA RECORDS

America's Fastest-Selling Records

A GALLANT STORY OF THE SEA!

"THE SINKING OF THE ENTERPRISE"

A DRAMATIC RENDITION

by

WYN STRACKE

WITH ORCHESTRA AND CHORAL GROUP

DELIVERING NOW ON

MERCURY RECORDS

#5777 • 5777 X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

Discovery Disks Toss in Towel

HOLLYWOOD, Jan. 12.—Discovery Records here threw in the towel this week following almost a year of stormy going, with Ray Bourman, general manager, announcing that F. F. Quittner, Los Angeles attorney, had been appointed to oversee liquidation of its tangible assets to satisfy creditors. Assets, according to Bourman, include from 200 to 300 masters, approximately 50 of which are unreleased, \$8,000 worth of Discovery records and perhaps some artist contracts which will stand up under American Federation of Musicians' scrutiny. These assets will be investigated next week as to whether they will hold thru the liquidation action. When firms such as Vitacoustic and Majestic were liquidated in Chicago, the AFM ruled that all artists were free agents, but these actions were bankruptcy actions under the Chandler Act included in the master stockpile are eight Red Norvo Trio sides; Dizzy Gillespie, 8; George Shearing, 8; Phil Moore, 16; George Auld, 8; Ben Pollack, 6, plus sides by Mary Ann McCall, Martha Raye and others.

London Pairs Key Artists

NEW YORK, Jan. 12.—London Records is coupling its key artists on several forthcoming releases. The diskery's parent company, English Decca, has recorded pianist Winifred Atwell with the Ted Heath orchestra. Also paired for an unusual session are the two complete Stanley Black and Ted Heath orchestras. Black is featured as solo pianist on the latter disk.

Added to the roster of English artists to be promoted in this country by London are Dick James and Lee Lawrence. Program of concentrating on a select list of artists for promotion and distribution here is called the "American plan."

Tico Signs Tito, Names Distributors

NEW YORK, Jan. 12.—Tico Records, independent Latin-American diskery, picked up recording contracts with Tito Puente and Pupi Campo this week, while re-signing a long-term deal with Tito Rodriguez. Puente formerly recorded for RCA Victor's international department, while Campo has been a Sereco artist.

Expansion of the label's artist roster is the first step in a major move planned to hype the Tico label. Diskery execs are currently realigning their distribution set-up and naming new distributors in some territories.

Country Music Buys McDaniel Company

CHICAGO, Jan. 12.—Country Music Enterprises, Inc., headed by Russ Hull, has expanded its holdings with the acquisition of McDaniel Music Company, Barnhart Music Corporation (BMD), Kelly Music Publications (BMD), Wallace-Luck Publishing Company (ASCAP), and a 25 per cent interest in Bell Music Company.

Hull said negotiations are underway to add Al Kennedy's "Style Songs" and the writings of Harry and Mildred Bell to the Country Music catalog, which now has more than 5,000 titles.

Foster Is Victor VP, Planning Head

NEW YORK, Jan. 12.—Edwin Dorsey Foster was elected vice-president and director of planning for the RCA Victor division last week at a meeting of the RCA board of directors.

The planning section is a new department of the company whose function will be long-range business and economic planning for products, services and advertising. Admiral Foster, who previously served as director of RCA's mobilization planning department, retired from naval service in 1950 and joined RCA in January, 1951.

ET TU, C. U.

Cornell in College Disk Sweepstakes

ITHACA, N. Y., Jan. 12.—From far above Canada's icy waters, the Cornellians want everyone to know that they are just as commercial-minded as brother Ivy League schools Harvard and Princeton when it comes to recordings. (The Billboard, January 5.) Seems Cornell has been on a commercial disk kick for the past year, having released on LP disks "TENS Finches" by the school drama and glee club, an etching of hymns by the Sage Chapel Choir, and the complete musical score from the Octagon Club's musical "Joan of Arkansas."

The Cornell Recording Service, campus platter organization, will release the highlights of the latest "Big Red Revue," which was presented by the university's Komos Ardein Club last fall, on disks within the next few weeks. And the firm has cut masters of a school choral group called Cayuga's Walters, singing, standard and novelty tunes. Cornell apparently leads the Ivy League in diskings, the Princeton staff leads in football.

Another BMI Pin-Up Hit!

TAKE ME BACK

published by Simon House

Billie Holiday (Capitol)
Frank Sinatra (Decca)
Paul Robeson (Victor)
Sammy Davis Jr. (Capitol)
Walter Davis (Capitol)
Walter Davis (Capitol)

BROADCAST MUSIC, INC.

LATEST BOB MERRILL NOVELTY

THERE'S ALWAYS ROOM AT OUR HOUSE

SANTLY-JOY, INC.

1619 Broadway, New York 19, N. Y.

A GREAT RECORD!

"BELOVED ENEMY"

by
EDDIE DEAN

Capitol - 1017

TANNEN, MUSIC, INC.

146 West 54 St., New York 19

A WEAVER OF DREAMS

Recorded by

Hot Cats (Capitol)
Billie Holiday (Decca)
Billy Eckstine (Capitol)

EDWARD KASSNER, Inc.

1510 Broadway New York 19, N. Y.

WE HAVE IT!

"RUGGED BUT RIGHT"

By BONNIE WINDSOR

Published by
SHAPIRO, BERNSTEIN & CO. INC.
MUSIC PUBLISHERS

1270 SIXTH AVE. NEW YORK

NEW COLUMBIA Hits!

DORIS DAY with
PAUL WESTON
and his Orchestra



"BABY DOLL"
b/w

"DOOPS"
Both from "The Belle
of New York"

78 RPM 39637—45 RPM 4-39637

GUY MITCHELL with
MITCH MILLER and his Orchestra



"WE WON'T LIVE
IN A CASTLE"
b/w

"WIMMIN"
78 RPM 39639—45 RPM 4-39639

TONY BENNETT
with **PERCY FAITH** and his Orchestra



"SILLY DREAMER"
b/w

"SINCE MY LOVE
HAS GONE"
78 RPM 39635—45 RPM 4-39635

JOHNNIE RAY
with the **FOUR LADS**



"PLEASE
MR. SUN"
b/w

"Here Am I
BROKENHEARTED"
78 RPM 39636
45 RPM 4-39636
Orchestra under direction
of Jimmy Carroll



THE BIG ONES—THE NEW ONES are on . . .



COLUMBIA RECORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marconi Registered

M-G-M RINGS THE BELL with...



BLUE BARRON

And His Orchestra

I WISH I HAD A GIRL

from the Warner Bros. film "I'LL SEE YOU IN MY DREAMS"

backed with **TEARS**

78 RPM—MGM 11136 • 45 RPM—MGM K11136

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

201 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various sources of each record's popularity as measured by sales of the Billboard's Popularity Chart. Based on reports received January 9, 10 and 11.

Last Week | This Week

1. 1. Slow Poke

By Pee Wee King, Bob Stewart and Shelton Price—Published by Hammer Music

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

3. 2. Cry

By Churchill Kohlman—Published by Mellow (EMI)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

2. 3. (It's No) Sin

By Gene Keme and Chester Shull—Published by Algonquin (EMI)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

7. 4. Tell Me Why

By Al Alberts and Wally Gold—Published by Epper Music Co. (EMI)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

4. 5. Shrimp Boats

By Paul Mason, Howard and Paul Westman—Published by Walt Disney (ASCAP)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

6. 6. Little White Cloud That Cried

By John Rasmussen and Detlev Winding—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

5. 7. Down Yonder

By S. West Gilbert—Published by LoSalle (ASCAP)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

8. 8. Undecided

By Sid Robin and Charlie Shavers—Published by Lend (ASCAP)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

9. 9. Because of You

By John Rasmussen and Detlev Winding—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

10. 10. Charmaine

By Gene Roper and Lou Pellick—Published by Lion (ASCAP)

RECORDS AVAILABLE: E. Ploneman, V 20-4373; A. Godfrey-Charlton, Columbia 37042; J. Gentry-Henderson, Smash, A-1047; M. Jackson, King 1048; Top Hits, Mercury 5740; Pee Wee King, V 20-4404; R. Lee, Dec 2775; S. Kane, MGM 11115; H. McDowell, Cap 1837; J. Warner, RCA-N-Tone 3025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade County, Standard; Pee Wee King, Standard; Alex Oser, Associated.

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New
Popular
Records

Week Ending January 19, 1952

Tomorrow's Hits -TODAY

78 rpm 45 rpm	
"THE BLACKWATER BLUES," "LOVE ME OR LEAVE ME"	Elva New Moon 1922_F1922
"ANY TIME," "CRAZY HEART" Helen O'Connell	1895_F1895
"THE TAVERN SONG," "SWINGIN' DOWN THE LANE"	Joe Garber 1905_F1905
"SHOW DEER RAG," "RAGTIME MELODY"	Joe "Fingers" Carr 1876_F1876
"WHEN I TAKE MY SUGAR TO TEA," "CHARMAINE"	Billy May 1919_F1919

TOP SELLERS in POPS

"JUST ONE MORE CHANCE," "JAZZ ME BLUES"	Les Paul and Mary Ford 1825_F1825
"DOWN TOWN," "TWISTY RAG"	Joe "Fingers" Carr 1777_F1777
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE"	Mel "King" Cole 1808_F1808
"TIGER RAG," "IT'S A LONESOME OLD TOWN"	Les Paul and Mary Ford 1920_F1920
"SLEW PINE," "I WOULD PLAY HOUSE WITH YOU"	Helen O'Connell 1837_F1837
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748_F1748
"ROCK CITY BOOGIE," "STREAMLINE CANNON BALL"	Tennessee Ernie and The Glistening Sisters 1911_F1911
"CAT," "CHARMAINE" The Four Knights	1875_F1875
"MISS ME," "HERE'S TO MY LADY" Mel "King" Cole	1893_F1893
"SHIMP BOAT," "JALOUSIE"	Dick Savaris and Les Baxter 1873_F1873

in WESTERN & FOLK

"HEARTBREAK RIDGE," "TENNESSEE ROSE"	Woody Guthrie 1916_F1916
"WON'T YOU SING IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT"	Jimmy Wakely 1880_F1880
"A SWIGGLER FOR A DAZEN ROSES," "ONE MORE DEER"	"Big Girl" Lister 1909_F1909
"A BRAND NEW DREAM," "WHAT HAPPENED TO OUR SUMMER LOVE?" Joe Allison	1899_F1899
"A BLUE MILLION TEARS," "REVER OF LOVE"	Carl Butler 1891_F1891
"BLUE WEDDING BELLS," "TEARS ON MY GUITAR"	Edlin Dear 1915_F1915
"FUSIS AND FUSIS," "BABY BROWN EYES"	Shirley McDonald 1890_F1890
"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870_F1870
"IT'S SWEET TO BE REMEMBERED," "SEND ME A MONEY POSTCARD" Jimmie Davis	1889_F1889
"I FEEL LIKE A 'WHEEL," "DRUNKARD'S BLUES"	Bob Morris 1882_F1882

CAPITOL

THIS ONE REALLY ROCKS

TENNESSEE ERNIE and the DINNING SISTERS

"ROCK CITY BOOGIE"

and "STREAMLINE CANNON BALL" RECORD NO. 1911

JAN! JAN! THE JUKE BOX MAN

JAN GARBER

"the tavern song" and "swinging down the lane"

Vocals by Roy Cordell and Ensemble RECORD NO. 1905

This
Week's
Releases

BUYERS GUIDE

POPULAR		78 rpm 45 rpm
CLYDE MCCOY with Roy Cordell and Ensemble	SUGAR BLUES BOOGIE I JUST LOVE AFFECTION	1927_F1927
DEAN MARTIN with Clarence Clemons and Bob Keeshan	UNTIL MY HEART HAS FOUND A HOME NOW	1928_F1928
MARGARET WHITING with Clarence Clemons and Bob Keeshan	OOFS! 'ROUND AND 'ROUND	1929_F1929
LOU DINNING with Bob Keeshan's Band	SAD GIVE ME TIME	1940_F1940
GORDON MacRAE with Fred and Wilma Keeshan and Bob Keeshan	GREEN ACRES AND PURPLE MOUNTAINS BABY DOLL	1941_F1941
WESTERN & COUNTRY		
HANK THOMPSON	THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA	1942_F1942
GENE O'QUIN	I'M GONNA FIND ANOTHER SWEETHEART LET ME CHANGE YOUR NAME	1943_F1943



National Sales Headquarters, Capitol Records Distributing Corp., 250 W. 57th St., New York

Doris Day sings

with Paul Weston's Orchestra

from the M-G-M film
"THE BELLE OF NEW YORK"

BABY DOLL

backed with

"OOPS!"

RECORD No. 39637

from the Warner Bros. film
"I'LL SEE YOU IN MY DREAMS"

I'LL SEE YOU IN MY DREAMS

RECORD No. 39622

and I WISH I HAD A GIRL

RECORD No. 39624

COLUMBIA 60 RECORDS

for music that sends them . . . to you!

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Records and TV Shows See The Billboard Radio and TV Show Charts (Radio Section).

• Best Selling Pop Singles

Based on reports received January 9, 10 and 11

Records listed are those selling best in the nation's top 400 retail record stores. List is based on The Billboard weekly survey among the 1,400 largest dealers, representing every important market area. Some entries recorded according to list of record stores. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Artist	Title	Label
1	CRY	Little White Cloud That Cried	Decca
2	LITTLE WHITE CLOUD THAT CRIED	Decca	
3	TELL ME WHY	Four Aces A. Alberts	Decca
4	SLOW POKE	Pee Wee King	Decca
5	SHRIMP POKE	J. Stafford P. Weston	Decca
6	ANY TIME	E. Fisher H. Wenterhals	Decca
7	SIN	E. Howard	Decca
8	TELL ME WHY	E. Fisher H. Wenterhals	Decca
9	UNDECEDED	Ames Brothers L. Brown	Decca
10	JACOUSE (Jealousy)	F. Laine	Decca
11	CHAPMINE	Manlow	Decca
12	DOWN YONDER	Del Wood	Decca
13	SIN	Four Aces A. Alberts	Decca
14	GARDEN IN THE RAIN	Four Aces A. Alberts	Decca
15	BERMUDA	Bel Sisters H. Rene	Decca
16	BECAUSE OF YOU	T. Bennett P. Faith	Decca
17	GOLD COLORED HEART	T. Bennett P. Faith	Decca
18	DANCE ME LOOSE	A. Godfrey	Decca
19	TIGER RAY	L. Paul M. Ford	Decca
20	DOWN YONDER	J. Emory Carr	Decca
21	SLOW POKE	Doris May	Decca
22	DOMINO	A. Martin	Decca
23	SIN	S. Churchill	Decca
24	BLUE TANG	I. Anderson	Decca
25	UNFORGETTABLE	Nai King Co.	Decca
26	SHRIMP POKE	D. Gray	Decca
27	SLOW POKE	N. O'Connell	Decca
28	THREE BELLS	Las Compagnons De La Chanson	Decca
29	DOWN YONDER	C. Butler	Decca
30	SLOW POKE	R. Lee	Decca

DEALER DOINGS

Trade Talk

My Beedel, manager of the record department of Kraey's, Boston, advertised special window displays last week in honor of the record Ed Penny, of Station WTAO, the plaintiff against the record of the London dishing of "Mother You're Not In Kneeling," by Bobby Wayne, this record is now No. 5 in Boston, and No. 17 nationally. One of the best suggestions we have heard for increasing disk business for record dealers is to keep a list of all customers who buy records, especially those who purchase 45 and LP sets with players. These customers can be sent literature, such as month advicing them of new releases, thus keeping them as regular customers at your store.

Ode for Dealers

It isn't often that we receive poetry for Dealer Doings, but Mr. Louis Dean, of the Dean Music Shop, Atlantic City, sent one in last week called "A Retailer's Prayer," which we believe will interest all dealers. We do not have room for all of it, but here are a few verses from the poem: Manufacturer's all, please lend for New Year. Our comes but Heed the plea of the guys you need.

Most retail dealers almost go to seed. Somebody said one speed's just enough. And that's when the going really got tough. Records prices went tumbling down, And records prices went tumbling down. In every big town. But we tackled the thing they call a crowd. And talked, explained, and sold the hard way. We proved to your respect, after long tough years, That our customer's love 'em, LP's three cheers! Then came the kids, asking for the crowd. In long line buy sales to fill up the middle. But how can we be faced with solving another big battle. When ads still read "one-third off as is lure" Why is this price-cutting racket allowed? Who sells to the boys, are you sure of the crowd? When you manufacturers get down, Won't you try real hard to find a right way. To sell this new mess that's not getting better. Be Fair Trade in spirit, not just in the letter!

Charters

Paterson's Record Shop, Memphis, writer? We sure need 45 players, and we could could a lot more of them over Christmas if we had them in stock. We are pleased to report, however, that we have had a lot of success with the promotion we ran on the new LP disk, "Paint Your Wagon," which really started the record business in Atlanta. Richards Music Shop, Jacksonville, Fla., complains that Columbia and RCA Victor are doing a poor job in giving service on hit records. Says that it had a tough time getting copies of "Daddy Day's Shanghai" or "Pee Wee King's 'Stompbox'." The Record Shop, St. Louis, Kan., says: "We have been going around since the '30s with 'Little White Cloud That Cried' by Johnny Ray, via the Columbia label. We are, frankly believe that one of the reasons for the tune's being the hit it is, is due to the terrific job of promotion that is being done on it by the disk jockeys in this area."

• Best Selling Children's Records

Based on reports received January 9, 10 and 11

Records listed are those selling best in the nation's retail record stores (children), according to The Billboard weekly dealer survey. Records are listed numerically to greatest sales.

POSITION	Artist	Title	Label
1	CINDERELLA (Two Records)	Decca	
2	ALICE IN WONDERLAND (Two Records)	Decca	
3	TWEETY'S PURRY TAT TWIDDLE (Two Records)	Decca	
4	PETER AND THE WOLF (Two Records)	Decca	
5	TWISTY PEE (Two Records)	Decca	
6	LITTLE ENGINE THAT COULD (Two Records)	Decca	
7	MONEY DOOV AND THE AIRS-DOOBLE (Two Records)	Decca	
8	THE SINGER VOL. II (The Greatest The Last Record) (Two Records)	Decca	
9	THE SINGER VOL. I (The Greatest The Last Record) (Two Records)	Decca	
10	RIDE ON THE FARM (Two Records)	Decca	
11	HENRY HAWK (Two Records)	Decca	
12	RUCK RUCK (Two Records)	Decca	
13	THREE ORPHAN KITTENS (Two Records)	Decca	
14	THE LITTLE WHITE CLOUD (Two Records)	Decca	
15	PEEPS BELL (Two Records)	Decca	

• Best Selling Pop Albums

Based on reports received January 9, 10 and 11

Records listed are those selling best in all types of retail record stores. List is based on The Billboard weekly dealer survey. Records are listed numerically to greatest sales. The "B" side of each record is also listed.

POSITION	Artist	Title	Label
1	AN AMERICAN IN PARIS	Decca	
2	SHOW BOAT (Original Cast)	Decca	
3	GLEN MILLER CONCERT	Decca	
4	MARY LANE SINGS SELECTIONS FROM "THE GREAT CAROUSEL"	Decca	
5	SOUTH PACIFIC	Decca	
6	KING OF THE SWING VOL. I	Decca	
7	NEW SOUND VOL. I	Decca	
8	PAINT YOUR WAGON	Decca	
9	GLENN MILLER CONCERT	Decca	
10	GLENN MILLER CONCERT	Decca	
11	GLENN MILLER CONCERT	Decca	
12	GLENN MILLER CONCERT	Decca	

Best Selling 33 1/2 R.P.M.

1	AN AMERICAN IN PARIS (Four Records)	Decca
2	SHOW BOAT (Original Cast)	Decca
3	GLEN MILLER CONCERT	Decca
4	MARY LANE SINGS SELECTIONS FROM "THE GREAT CAROUSEL"	Decca
5	SOUTH PACIFIC	Decca
6	KING OF THE SWING VOL. I	Decca
7	NEW SOUND VOL. I	Decca
8	PAINT YOUR WAGON	Decca
9	GLENN MILLER CONCERT	Decca
10	GLENN MILLER CONCERT	Decca
11	GLENN MILLER CONCERT	Decca
12	GLENN MILLER CONCERT	Decca

Best Selling 45 R.P.M.

1	AN AMERICAN IN PARIS (Four Records)	Decca
2	SHOW BOAT (Original Cast)	Decca
3	GLEN MILLER CONCERT	Decca
4	MARY LANE SINGS SELECTIONS FROM "THE GREAT CAROUSEL"	Decca
5	SOUTH PACIFIC	Decca
6	KING OF THE SWING VOL. I	Decca
7	NEW SOUND VOL. I	Decca
8	PAINT YOUR WAGON	Decca
9	GLENN MILLER CONCERT	Decca
10	GLENN MILLER CONCERT	Decca
11	GLENN MILLER CONCERT	Decca
12	GLENN MILLER CONCERT	Decca

Classical Reviews

REVIEWER	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
75	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
76	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
77	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
78	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
79	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
80	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
81	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
82	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
83	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
84	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
85	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
86	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
87	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
88	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
89	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco
90	CONCERTO NO. 4 IN D, OP. 51 - Arco	CONCERTO NO. 4 IN D, OP. 51 - Arco

• Best Selling Classical Titles

Best Selling 33 1/2 R.P.M.

1	Verdi: La Traviata (Complete Opera)	Decca
2	Verdi: La Traviata (Complete Opera)	Decca
3	Verdi: La Traviata (Complete Opera)	Decca
4	Verdi: La Traviata (Complete Opera)	Decca
5	Verdi: La Traviata (Complete Opera)	Decca
6	Verdi: La Traviata (Complete Opera)	Decca
7	Verdi: La Traviata (Complete Opera)	Decca
8	Verdi: La Traviata (Complete Opera)	Decca
9	Verdi: La Traviata (Complete Opera)	Decca
10	Verdi: La Traviata (Complete Opera)	Decca
11	Verdi: La Traviata (Complete Opera)	Decca
12	Verdi: La Traviata (Complete Opera)	Decca
13	Verdi: La Traviata (Complete Opera)	Decca
14	Verdi: La Traviata (Complete Opera)	Decca
15	Verdi: La Traviata (Complete Opera)	Decca
16	Verdi: La Traviata (Complete Opera)	Decca
17	Verdi: La Traviata (Complete Opera)	Decca
18	Verdi: La Traviata (Complete Opera)	Decca
19	Verdi: La Traviata (Complete Opera)	Decca
20	Verdi: La Traviata (Complete Opera)	Decca

Best Selling 45 R.P.M.

1	Verdi: La Traviata (Complete Opera)	Decca
2	Verdi: La Traviata (Complete Opera)	Decca
3	Verdi: La Traviata (Complete Opera)	Decca
4	Verdi: La Traviata (Complete Opera)	Decca
5	Verdi: La Traviata (Complete Opera)	Decca
6	Verdi: La Traviata (Complete Opera)	Decca
7	Verdi: La Traviata (Complete Opera)	Decca
8	Verdi: La Traviata (Complete Opera)	Decca
9	Verdi: La Traviata (Complete Opera)	Decca
10	Verdi: La Traviata (Complete Opera)	Decca
11	Verdi: La Traviata (Complete Opera)	Decca
12	Verdi: La Traviata (Complete Opera)	Decca
13	Verdi: La Traviata (Complete Opera)	Decca
14	Verdi: La Traviata (Complete Opera)	Decca
15	Verdi: La Traviata (Complete Opera)	Decca
16	Verdi: La Traviata (Complete Opera)	Decca
17	Verdi: La Traviata (Complete Opera)	Decca
18	Verdi: La Traviata (Complete Opera)	Decca
19	Verdi: La Traviata (Complete Opera)	Decca
20	Verdi: La Traviata (Complete Opera)	Decca

Nothing could be Finer, than... **DINAH SHORE**
Singing

"UNTIL" | "TAKE ME HOME"

20-4478 (78 rpm)—47-4478 (45 rpm)



This week's

New Releases

...on **RCA Victor**

Release 32-3

Ships Coast to Coast, Week of January 20

POPULAR

- TORY MARTIN** with Henri Rene and his Orchestra
At Last! At Last! P-4477 (47-4477)*
Make with the Magic P-4478 (47-4478)*
TORY MARTIN and **JUNE TAYLOR** with **Bernard Layden's** Orch.
What You Gotta Know of Love P-4479 (47-4479)*
RALPH FLAMAGAN and his Orchestra
On My Way Now Oca Alone P-4480 (47-4480)*
TORY MARTIN with **Henri Rene** and his Orchestra
The Close You Get Privilege From Payment P-4481 (47-4481)*

SACRED

- THE HAMMONDS QUARTET**
You Better Get Ready for the Judgment W-11 Talk It Over P-4482 (47-4482)*

COUNTRY — WESTERN

- THE OKLAHOMA WANGLERS**
Slow Rivers—Fast Women You're the Warm That I Need to be the Apple of My Eye P-4483 (47-4483)*

RHYTHM-BLUES

- BILLY BURN** and his Buddies
I Need a Shoulder to Cry On You Afraid P-4484 (47-4484)*

NEW ALBUMS

- DINAH SHORE** and **ROBERT MERILL**
Aren't You From France? 1951 P-4485 (47-4485)*
DEATrice RAY with **Hugo Winterhalter** and his Orch.
Remember May P-4486 (47-4486)*
PAUL HENRE
The Weeds of the Green P-4487 (47-4487)*
ANDRE PREVIN
Andre Previn Plays **Barry Warren** P-4488 (47-4488)*
EMIL CALDWELL and his Orchestra
Tongues by Emil Caldwell and his Orchestra P-4489 (47-4489)*
DORE ELINGTON, **BILL STRAYHORN**, **LEWIS TRISTANO**, **ANDRE PREVIN**, **ERROLL GARDNER**, **AL TATUM**, **BERTI BOGGER**, **MARY LOU WILLIAMS** and **OSCAR PETERSON**
Mystery Soul Train W-11 P-4490 (47-4490)*

45 rpm reg. dis.
78 rpm reg. dis.

Going Strong...

Indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- ★ **Slow Poke** Pee Wee King 21-0489—(48-0489)*
★ **Any Time/Never Before** Eddie Fisher 20-4359—(47-4359)*
★ **Tell Me Why/Trust in Me** Eddie Fisher 20-4444—(47-4444)*
★ **Bermuda/June Night** The Bell Sisters 20-4422—(47-4422)*
★ **Turn Back the Hands of Time** Eddie Fisher with **Hugo Winterhalter's** Orch. 20-4257—(47-4257)*
★ **Domino/It's All Over But the Memories** Tony Martin 20-4343—(47-4343)*
★ **Loveliest Night of the Year** Mario Lanza 10-3300—(49-3300)*
★ **Call Her Your Sweetheart/Bundle of Southern Sunshine** Eddy Arnold 20-4413—(47-4413)*
★ **Vesti La Giubba** Mario Lanza 10-3228—(49-3228)*
★ **Be My Love** Mario Lanza 10-1561—(49-1561)*
★ **Slow Poke/Charmaine** Ralph Flanagan 20-4373—(47-4373)*
★ **I Get Ideas** Tony Martin 20-4141—(47-4141)*
★ **Down Yonder/Take Her to Jamaica** Freddie Martin 20-4267—(47-4267)*
★ **Silver and Gold** Pee Wee King 20-4458—(47-4458)*

Coming Up...

- ★ **TULIPS and HEATHER** Perry Como 30-4493—(47-4493)*
★ **BLUE DECEMBER** Hugo Winterhalter and his Orchestra 30-4412—(47-4412)*
★ **GRAND CENTRAL STATION** The Pontiac Sisters 30-4387—(47-4387)*
★ **MAKE WITH THE MAGIC** Tony Martin 20-4477—(47-4477)*

TIPS

MAKE WITH THE MAGIC
AT LAST! AT LAST!

Tony Martin
20-4477—(47-4477)*

DEE-JAY DOIN'S

This week's winner is
BRIEN JAMES
Radio Station KCRG
Cedar Rapids, Iowa

It looks as though the boys from Iowa are really cookin'. At least they seem to come up with gimmicks and ideas that are novel and original.

Brien James certainly is on his toes and this gimmick required considerable work. Here is the idea in Brien's own words:

"I have an early morning show, called the Clockwatcher. Naturally, time signals are an important part of any such show, but getting bored with the usual thing, and knowing the listeners must feel the same way, I struck on a new way to give time signals that we would all listen to.

Now, at say 7:45, my listeners hear a real sweet female voice say: 'This is Mindy Carson speaking and saying it's time to get up, get out and look alive, cause the time right now is 7:45.'"

And, all through the show, different artists give different time signals. It really works out fine. I secured the voice tracks in two ways: I paid the voices of artists going through Cedar Rapids, and also sent copy into other individual artists who liked the idea. At the same time as the time signals are taped, I have them plug their current hits, and usually have at least one track of the artist introducing the show. The idea works out to the advantage of all concerned: I have star talent hanging around all the time, and the artists aren't heard in one quick interview and then forgotten until next year. Their names are kept before the public constantly.

A further advantage: stars like Vaughn Monroe and Minky Carson rush new voice tracks into me as soon as they record a new plug tune, keeping the show fresh and different every day."

WE ARE SORRY WE DO NOT HAVE A PICTURE OF BRIEN THAT WE COULD USE WITH THIS IDEA, SO PLEASE WHEN SENDING IN YOUR GIMMICKS AND IDEAS SEND ALONG A PICTURE AS WELL.

The stars who make the hits
are on

RCA Victor Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

a
great
new
voice

Bob Savage



record no. 1918

'jungle'
and
'my downfall'



THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from key dealers in the nation's largest record markets. After the number of stores quoted in each market does not necessarily constitute a scientific survey sample, there are enough reports to make any possibility of the overall local picture being unduly influenced by the report of a single store.

NEW YORK

1. CRY
J. Ray-Club
2. SLOW POKE
For Wes King-Victor
3. TELL ME WHY
For Ace-Decca
4. UNDECIDED
Aron Brothers-L. Brown-Coral
5. JALOUSIE (Laneway)
F. Lane-Columbia
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
7. ANYTIME
E. Fisher-H. Winterhalter-Victor
8. DOWN YONDER
D. Wood-Tennessee
9. SIN
E. Howard-Mercury

CHICAGO

1. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
2. TELL ME WHY
For Ace-A. Alberts-Decca
3. CHARMATINE
Montez-London
4. CRY
J. Ray-Club
5. SLOW POKE
H. O'Connell-Capitol
6. SIN
E. Howard-Mercury
7. JALOUSIE (Laneway)
F. Lane-Columbia
8. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
9. SLOW POKE
A. Gaffney-Columbia
10. ANY TIME
E. Fisher-H. Winterhalter-Victor

LOS ANGELES

1. SIN
E. Howard-Mercury
2. BERNIEGA
Bert Siskov-Victor
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
4. CRY
J. Ray-Club
5. UNDECIDED
Aron Brothers-L. Brown-Coral
6. TELL ME WHY
For Ace-Decca
7. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
8. DOWN YONDER
D. Wood-Tennessee
9. SLOW POKE
H. O'Connell-Capitol

BOSTON

1. ANY TIME
E. Fisher-H. Winterhalter-Victor
2. SIN
For Ace-A. Alberts-Victoria
3. CRY
J. Ray-Club
4. TELL ME WHY
For Ace-A. Alberts-Decca
5. STRAWN TO PARADISE
G. Gaffney-MGM
6. SLOW POKE
For Wes King-Victor
7. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
8. TELL ME WHY
E. Fisher-H. Winterhalter-Victor
9. CHARMATINE
Montez-London

WASHINGTON, D. C.

1. CRY
J. Ray-Club
2. SIN
E. Howard-Mercury
3. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
4. TELL ME WHY
For Ace-Decca
5. JALOUSIE (Laneway)
F. Lane-Columbia
6. CHARMATINE
Montez-London
7. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
8. ANYTIME
E. Fisher-H. Winterhalter-Victor

DALLAS-FT. WORTH

1. CRY
J. Ray-Club
2. SLOW POKE
For Wes King-Victor
3. DOWN YONDER
D. Wood-Tennessee
4. SIN
E. Howard-Mercury
5. UNDECIDED
Aron Brothers-L. Brown-Coral
6. TELL ME WHY
For Ace-Decca

DENVER

1. TELL ME WHY
For Ace-A. Alberts-Decca
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
3. CRY
J. Ray-Club
4. SLOW POKE
For Wes King-Victor
5. SHIRMP BOATS
J. Stafford-P. Weston-Columbia

PITTSBURGH

1. CRY
J. Ray-Club
2. TELL ME WHY
For Ace-Decca
3. ANYTIME
E. Fisher-H. Winterhalter-Victor
4. BERNIEGA
Bert Siskov-Victor
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
6. TIGER BAC
L. Paul-M. Ford-Capitol
7. UNDECIDED
Aron Brothers-L. Brown-Coral
8. BERNIEGA
Bert Siskov-Victor
9. TIGER IN ME
E. Fisher-H. Winterhalter-Victor

ST. LOUIS

1. CRY
J. Ray-Club
2. ANY TIME
E. Fisher-H. Winterhalter-Victor
3. SLOW POKE
For Wes King-Victor
4. MOTHER AT YOUR FEET IS KNEELING
For Ace-Decca
5. TELL ME WHY
For Ace-A. Alberts-Decca
6. CHARMATINE
Montez-London
7. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
8. TELL ME WHY
E. Fisher-H. Winterhalter-Victor

PHILADELPHIA

1. CRY
J. Ray-Club
2. ANYTIME
E. Fisher-H. Winterhalter-Victor
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
4. TELL ME WHY
For Ace-A. Alberts-Decca
5. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
6. SLOW POKE
For Wes King-Victor
7. TIGER BAC
L. Paul-M. Ford-Capitol
8. TELL ME WHY
For Ace-Decca
9. DOWN YONDER
D. Wood-Tennessee

NEW ORLEANS

1. CRY
J. Ray-Club
2. SLOW POKE
For Wes King-Victor
3. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
4. SIN
E. Howard-Mercury
5. TELL ME WHY
For Ace-A. Alberts-Decca
6. JALOUSIE (Laneway)
F. Lane-Columbia
7. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
8. UNFORGETTABLE
Bert Siskov-Victor

ATLANTA

1. CRY
J. Ray-Club
2. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
3. TELL ME WHY
For Ace-A. Alberts-Decca
4. GARDEN IN THE RAIN
For Ace-A. Alberts-Decca
5. SLOW POKE
For Wes King-Victor
6. SIN
E. Howard-Mercury
7. RE MY LIFE'S CHAMPION
D. Clancy-Columbia

DETROIT

1. TELL ME WHY
E. Fisher-H. Winterhalter-Victor
2. CRY
J. Ray-Club
3. ANYTIME
E. Fisher-H. Winterhalter-Victor
4. TELL ME WHY
For Ace-Decca
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
6. SLOW POKE
A. Gaffney-Columbia
7. JALOUSIE (Laneway)
F. Lane-Columbia
8. TIGER BAC
L. Paul-M. Ford-Capitol

SEATTLE

1. GARDEN IN THE RAIN
For Ace-Decca
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray-Club
3. THREE BELLS
Les Compagnons De La Chanson-Columbia
4. SLOW POKE
For Wes King-Victor
5. TELL ME WHY
E. Fisher-H. Winterhalter-Victor
6. SHIRMP BOATS
J. Stafford-P. Weston-Columbia
7. BERNIEGA
Bert Siskov-Victor

make
your
dreams
come
true

with

Nat "King" Cole

"Weaver of
Dreams"



and

"WINE, WOMEN AND SONG"

Record No. 1925



Starting the NEW YEAR with a...

GREAT NOVELTY HIT BY

ROSEMARY CLOONEY

with

PERCY FAITH

and his Orchestra

39631

(78 RPM)

4-39631

(45 RPM)

WHY
DON'T
YOU LOVE ME

backed by...

"BE MY LIFE'S COMPANION"

Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Most Played Juke Box Records

... Based on reports received January 9, 10 and 11

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. (Items shown in the chart after available records of same listed here will be found in the Honor Roll of Great Music Popularity Chart, Part 2.)

POSITION		Weeks Last 10 in Great Music Popularity Chart	10 Great Music Popularity Chart
11	1	1	SLOW POKE Pee Wee King V178125-0487; (4514-0478)-BME
8	3	2	CRY J. Ray Decca 27682; (4514-0540)-BME
17	2	3	SIN E. Howard Mercury 781571; (4517-1314)-BME
5	6	4	TELL ME WHY Four Aces A. Alberts Decca 27682; (4514-2766)-BME
7	5	5	LITTLE WHITE CLOUD THAT CRIED J. Ray Decca 27682; (4514-0480)-BME
6	7	6	SHRIMP BOATS J. Stafford P. Weston Capitol 3593; (4514-3593)-BME
7	11	7	ANY TIME E. Fisher H. Winterhalter V178125-0487; (4514-4359)-BME
10	7	8	JALOUSIE (Jealousy) F. Laine Capitol 3593; (4514-3593)-BME
23	4	9	COLD, COLD HEART T. Bennett P. Faith Capitol 3593; (4514-3593)-BME
16	9	10	UNDECIDED Ames Brothers L. Brown Capitol 3593; (4514-3593)-BME
6	12	11	SLOW POKE H. O'Connell Capitol 3593; (4514-3593)-BME
18	14	12	SIN Four Aces A. Alberts Decca 27682; (4514-2766)-BME
21	13	13	DOWN YONDER Del Wood Tennessee 781571; (4514-775)-ASCAP
30	10	14	BECAUSE OF YOU T. Bennett P. Faith Capitol 3593; (4514-3593)-BME
4	16	15	DON'T LEAVE MY POOR HEART BREAKING Cowboy Copas R. Pettin E. Lawrence Capitol 3593; (4514-3593)-BME
9	—	16	SIN Four Knights Decca 27682; (4514-2766)-BME
7	20	17	SLOW POKE R. Lee Decca 27682; (4514-2766)-BME
14	15	18	SIN S. Churchill V178125-0487; (4514-4280)-BME
10	18	19	DOWN YONDER J. Fingers C. Coy Capitol 3593; (4514-3593)-BME
5	20	20	CHARMAINE Mantovani London 781571; (4514-3593)-ASCAP
4	17	21	DANCE ME LOOSE A. Godfrey Decca 27682; (4514-2766)-ASCAP
3	18	22	GARDEN IN THE RAIN Four Aces A. Alberts Decca 27682; (4514-2766)-ASCAP
2	24	23	BERMUDA Bell Sisters Decca 27682; (4514-2766)-BME
2	24	24	TELL ME WHY E. Fisher H. Winterhalter V178125-0487; (4514-4359)-BME
4	30	25	CRY Four Knights Decca 27682; (4514-2766)-BME
1	—	26	TIGER RAG L. Paul M. Ford Capitol 3593; (4514-3593)-BME
1	—	27	CHARMAINE V. Monroe Decca 27682; (4514-2766)-ASCAP
1	—	27	I WANNA LOVE YOU Ames Brothers Decca 27682; (4514-2766)-ASCAP
1	—	27	CRAZY HEART G. Lombardo Decca 27682; (4514-2766)-ASCAP
5	26	30	CHARMAINE G. Jenkins Mercury 781571; (4514-3593)-ASCAP
3	—	30	CRY G. Gibbs Mercury 781571; (4514-3593)-BME
1	—	30	SLOW POKE Tiny Hill Mercury 781571; (4514-3593)-BME

"The little white cloud" makes room for another **BIG ONE** by



**JOHNNIE
RAY**

Singing...

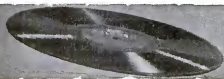
"Please, Mr. Sun"

"Here I am BROKEN HEARTED"

still going strong
**"THE LITTLE WHITE CLOUD
 THAT CRIED"** backed by . . .
"CRY" . . . on OKEH RECORDS
 78 RPM 6840 • 45 RPM 4-6840

with the Four Lads and
 Orchestra under the Direction
 of Jimmy Carroll
 78 rpm 39636 • 45 rpm 4-39636

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THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received January 9, 10 and 11

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks	Last This	in last	Weeks	Artist	Record	Label
16	1	1			Peo Wee King	SLOW POKE	Decca
					Whisper Waltz		
9	3	2			Carl Smith	LET OLD MOTHER NATURE HAVE HER WAY	Decca
					Me and My Broken Heart		
21	6	3			Lefty Frizzell	HOM AND DAD'S WALTZ	Decca
					Alone Like		
3	5	4			Lefty Frizzell	GIVE ME MORE, MORE, MORE	Decca
					How Low Will It Take		
42	2	5			Hank Williams	COLD, COLD HEART	Decca
					Dear John		
24	4	6			Lefty Frizzell	ALWAYS LATE	Decca
					Me and Dad's Waltz		
4	—	7			Red Foley	ALABAMA JUBILEE	Decca
					Olala		
12	9	8			E. Arnold	HEART STRINGS	Decca
					Somebody's Been Beating My Time		
12	8	9			E. Arnold	SOMEBODY'S BEEN BEATING MY TIME	Decca
					Heart Strings		
6	7	10			Hank Snow	MUSIC MAKIN' MAMA FROM MEMPHIS	Decca
					Highest Bidder		

Coming Up

1.	DRIFTWOOD ON THE RIVER	E. Tubb	Decca 78146377; 1651-4637-ASCAP
2.	MISSING IN ACTION	E. Tubb	Decca 78146380; 1651-4638-ASCAP
3.	CALL HER YOUR SWEETHEART	E. Arnold	Decca 78146383; 1651-4638-ASCAP

FOLK TALENT AND TUNES

By JOHNNY SIPPPL

Artists' Activities

RCA Victor teed off a major promotion last week in behalf of Wade Ray, West Coast recording artist, with Al Miller handling Ray and Miller left California Wednesday (2) for a three-week personal appearance swing which includes appearances on Peo Wee King's airer in Louisville; "Grand Ole Opry" and on radio shows in Knoxville, Cincinnati; Charlotte, N. C.; Atlanta, Birmingham, Memphis and Tulsa, Okla. Capping the tour will be a stint on the "Big D Jamboree" in Dallas.

C&W Records to Watch

In the opinion of The Billboard's units staff the following records have the best sales and performance potential among country and Western records marked this week.

SILVER AND GOLD

Peo Wee King... RCA-Victor 20-458

Bob (Yodeling) Stotts, KMA, Shenandoah, Ia., has signed to record on the Blue Ribbon label. He will also handle some writing chores with Chew Mank for Blue Ribbon Music. . . . Carolina Cotton, who has been making personal appearances in Alaska, spent the holidays in Iceland, then headed for Europe to entertain troops. . . . Red Blanchard, Green Valley Sweethearts, is the father of a new daughter who has been named Coleen Donna. Bob and Eleanor Mason also report the addition of a new member to their ranch. Baby has been named Robert Wheeler.

Bill Nattles and the Dixie Blue Boys, Monroe, La., move to KPLC, Lake Charles, La., January 15.

(Continued on page 34)

• Most Played Juke Box Folk (Country & Western) Records

... Based on reports received January 9, 10 and 11

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks	Last This	in last	Weeks	Artist	Record	Label
17	1	1			Peo Wee King	SLOW POKE	Decca
					Whisper Waltz		
3	3	2			Carl Smith	GIVE ME MORE, MORE, MORE	Decca
					Lefty Frizzell		
11	2	3			Carl Smith	LET OLD MOTHER NATURE HAVE HER WAY	Decca
					Me and My Broken Heart		
9	8	4			Red Foley	ALABAMA JUBILEE	Decca
					Olala		
2	4	5			Hank Snow	MUSIC MAKIN' MAMA FROM MEMPHIS	Decca
					Highest Bidder		
13	6	6			E. Arnold	SOMEBODY'S BEEN BEATING MY TIME	Decca
					Heart Strings		
13	—	7			Hank Williams	CRAZY HEART	Decca
					Dear John		
3	4	8			Hank Williams	BABY, WE'RE REALLY IN LOVE	Decca
					Me and My Broken Heart		
24	10	8			Lefty Frizzell	ALWAYS LATE	Decca
					Me and Dad's Waltz		
4	7	10			H. Hawkins	SLOW POKE	Decca
					Whisper Waltz		

Coming Up

1.	WONDERING	W. Piers	Decca 78146384; 1651-4634-ASCAP
2.	HOW LOW WILL IT TAKE	Lefty Frizzell	Decca 78146385; 1651-4635-ASCAP
3.	HEARTLESS LOVER	Moan Mulligan	Decca 78146386; 1651-4636-ASCAP

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received January 9, 10 and 11

POSITION	Weeks	Last This	in last	Weeks	Artist	Record	Label
19	2	1			Peo Wee King	SLOW POKE	Decca
					Whisper Waltz		
13	1	2			Carl Smith	LET OLD MOTHER NATURE HAVE HER WAY	Decca
					Me and My Broken Heart		
4	3	3			Lefty Frizzell	GIVE ME MORE, MORE, MORE	Decca
					How Low Will It Take		
2	—	4			Hank Williams	BABY, WE'RE REALLY IN LOVE	Decca
					Me and My Broken Heart		
12	7	5			E. Arnold	SOMEBODY'S BEEN BEATING MY TIME	Decca
					Heart Strings		
3	5	6			Hank Snow	MUSIC MAKIN' MAMA FROM MEMPHIS	Decca
					Highest Bidder		
3	4	7			W. Piers	WONDERING	Decca
					Dear John		
5	—	8			Red Foley	ALABAMA JUBILEE	Decca
					Olala		
1	—	8			Cowboy Copas	'TIS SWEET TO BE REMEMBERED	Decca
					Me and My Broken Heart		
24	9	10			Lefty Frizzell	ALWAYS LATE	Decca
					Me and Dad's Waltz		

Coming Up

1.	MISSING IN ACTION	E. Tubb	Decca 78146387; 1651-4637-ASCAP
2.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Decca 78146388; 1651-4638-ASCAP
3.	TOO OLD TO CUT THE MUSTARD	Red Foley & E. Tubb	Decca 78146389; 1651-4639-ASCAP

First INTRO HITS for 1952



"RUSTY" McDONALD
"SILVER AND GOLD"
"LONG LOST LOVE"
"POSTAGE DUE"
"DON'T SAY 'I'M SORRY' ANYMORE"

Intro 6043



TOMMY DUNCAN
"RELAX AND TAKE IT EASY"
"MOVE A LITTLE CLOSER"

Intro 6057



EDDIE HAZELWOOD

"A RAG, A BONE, A HANK OF HAIR"
"YOU'VE GOT A GREEN LIGHT"

Intro 6059

JIMMY WALKER

"RICH IN LOVE"

"BLUE AS THE OCEAN"

Intro 6058

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"HOLY LIFE INSURANCE"

James
 Shivers
 an
 Capital
 Records
 No. 1935



COUNTRY MUSIC
 20 E. Jackson
 Chicago, Ill.

intro RECORDS
 Beverly Hills

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Show Charts (Radio
Section).

• Country & Western (Folk) Record Reviews

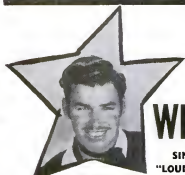
Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	ALL-STAR CHART	POPULARITY CHART	COUNTRY CHART
JIMMY WAKELY <i>Missing in Action</i> CAPITOL 1574—The country singer gives a passionate rendition of this war-inspired country number, which tells the Czech Arctic story. Good title song alone.		78--79--76--78		
<i>Just a Little More Waiting</i> Hearty and girl chatter do a nice job with this smoothly melodic ditty. Best in class to a pop tune.		72--73--71--72		
LOUIE INNIS <i>Cribbed for the Engine</i> MERCURY 4372—A fast tempo, humorous country item receives a good reading from the country singer.		75--77--73--75		
<i>I've Got a Red Hot Love</i> The singer is capable on a country item that sounds like many others.		68--68--68--68		
KEN MARVIN <i>More Pretty Girls</i> MERCURY 4369—Singer and the harmonica give out with a good reading of a catchy country tune.		70--72--69--70		
<i>Hell on March</i> Loudly rendition of a so-so country ballad.		59--59--59--59		
ARTHUR SMITH <i>Short'n' Bred</i> MGM 1117—Good instrumental performance of the title, with clever arrangement that freshens up the tune.		70--69--69--72		
<i>R.S.V.P. Uncle Sam</i> A high limit of material is given a capable reading by the singer. The lyrics are rude.		68--66--67--71		
EDDIE DEAN <i>Slow Wedding Bells</i> CAPITOL 1513—A pleasant sounding ditty receives a good performance by Dean and chorister Margie Mack.		70--69--71--70		
<i>Teers on My Guitar</i> A good effort by Dean on a better than average country song.		67--67--67--67		

(Continued on page 77)

• Advance Folk (Country & Western) Record Releases

All Year Love Belongs to Me—Billy Strickland (The Big King 1011)	Letter From My Darter—Bill Monroe (Gow Hink) Decca 46792
Charming Betty—Loren and Oscar (Mines) Decca 46793	More All Year—Eddie Marshall (Mines) Victor 445
Give Me Something Called Love—Henry Hill (Mines) Federal 12053	47-4847
Go and Wash Those Dirty Feet—Johnny Horton (Mines) Federal 12053	Musical in Action—Jimmy Wakely (Mines) Cap 1576
My Heart 104	More Love—Loren and Oscar (Charming) Decca 46793
How Good You—Eddie Barclay (Mines) V 445	My Heart's Back Home—Henry Hill (Gow) Federal 12053
47-4847	My Smoky Mountain Girl—Jack Luter-Tess, Valley Boys (Whispering) Capitol 1510
I Cried for the Engine—Louie Innis (I'm Not) 6370	On the Banks of the Beautiful Nile—Johnny Horton (I'm Not) 107
I Cried for the Engine (I'm Not)—The Caribbees (I'm Not) 4371	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
I'm a Baby Sister Mine—Eddie Sonny (I'm Not) 4371	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
I'm Just in Good as You—Eddie Sonny (I'm Not) 4371	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
My Name is Shirley County—Johnny Horton (I'm Not) 104	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
It's a Long Road—Johnny Horton (I'm Not) 107	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
I've Got a Red Hot Love—Louie Innis (I'm Not) 6370	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
Just a Little More Waiting—Jimmy Wakely (Mines) Cap 1576	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371
	Partly Up Our Old Love Affair—The Caribbees (I'm Not) 4371



**SLIM
WHITMAN**

SINGING STAR OF
"LOUISIANA HAYRIDE"

NOW EXCLUSIVELY IMPERIAL

RECORD NO. 8134

"LOVE SONG OF THE WATER FALL"

"MY LOVE IS GROWING STALE"

IMPERIAL RECORD CO., INC.

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and



THE DINNING SISTERS

singing
aboard
the ...



b/w

"rock city boogie"

#1911

F 1911



THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)



RECORDS

POPULAR

- * TEDDY PHILLIPS**
WISHIN' SUNSHINE & FLOWERS
15156 and 45-15156
- * ELLIOT LAWRENCE**
DOWN LEAVE YOUR POOR
HEART BREAKING
LOVIN' MACHINE
15137 and 45-15137
- * MURRAY ARNOLD**
I TALK TO THE TREES
FM ON MY WAY
15131 and 45-15131

- * DICK BROWN**
I WISH I HAD A GIRL
SHIRTING PIONEER
15151 and 45-15151

FOLK-WESTERN

- * HAWKSWAY**
HAWKINS
SLOW POKE
TWO KINGS
998 and 45-998

- * ANN JONES**
TWO OLD TO CUT THE
MUSTARD
I CARRY YOUR PICTURE IN
MY HEART
1017 and 45-1017

- * MOON MULLICAN**
HEARTLESS LOVE
ANOTHER NIGHT IS COMING
984 and 45-984

- * COWBOY COPAS**
"TIE UP THE KNOT"
REMEMBERED
BECAUSE OF YOU
1000 and 45-1000

- * EDIE SMITH & THE CRIEF**
DOWN YONDER
SWEET LUNCH OF DAISIES
OVER THE WAY, MED
LET
936 and 45-936

- * JEMIE OSBORNE**
MISSING IN ACTION
CIVE BACK MY RING AND
PICTURE
1038 and 45-1038

SEPIA-BLUES

- * EARL BOSTIC**
FLAMINGO
I'M GETTING SENTIMENTAL
OVER YOU
4475 and 45-4475

- * WYONIE HARRIS**
LOVIN' MACHINE
LUSCIOUS FOG
4485 and 45-4485

- * THE SWALLOWS**
IT AIN'T THE HEAT
ETERNALLY
8501 and 45-8501

- * KOLL ME WNY**
TELL ME WHY
ROLL, ROLL, PRETTY BABY
4515 and 45-4515

Federal

- * THE DOMINOS**
I AM WITH YOU
WEeping WILLOW BLUES
12059 and 45-12059

- * LITTLE ESTHER**
THE CRYING BLUES
RING-A-DING-DOO
12055 and 45-12055

DELUXE

- * ROY BROWN**
BAR ROOM BLUES
GOOD ROCKIN' MAN
5219 and 45-5219

- * KING OF THE HILL**
DE LUXE
FEDERAL

- * KING OF THE HILL**
DE LUXE
FEDERAL

- * KING OF THE HILL**
DE LUXE
FEDERAL

Best Selling Retail
Rhythm & Blues Records

Based on reports received January 9, 10 and 11

POSITION	Weeks Last This	Weeks	Record	Artist	Label
16	6	1.	FOOL, FOOL, FOOL	The Clovers	Atlantic 946
6	1	2.	BEST WISHES	R. Milton	Specialty 414-SM1
6	1	2.	SHIRT, SWEET AND SNAZZY	Griffen Brothers	Atlantic 946-SM1
7	4	3.	WEeping AND CRYING	Griffen Brothers	Atlantic 946-SM1
8	3	4.	COLD, COLD HEART	D. Washington	Atlantic 946-SM1
3	8	5.	THREE O'CLOCK BLUES	B. B. King	Atlantic 946-SM1
10	7	6.	THIS AIN'T THE WAY TO GO IT	E. Boatie	Atlantic 946-SM1
10	7	6.	FLAMINGO	E. Boatie	Atlantic 946-SM1
7	8	7.	BECAUSE OF YOU	Tab Smith	Atlantic 946-SM1
12	4	8.	LOVIN' ME WNY	J. Ray	Atlantic 946-SM1
5	1	9.	CRY	J. Ray	Atlantic 946-SM1
1	10.	10.	SUNSET TO DAWN	M. Walker-J. Ots	Atlantic 946-SM1

ALADDIN'S FIRST BIG ONES FOR '52

WATCH THESE HOT ONES !!!

Charles Brown

HARD TIMES
TENDER HEARTS

Aladdin 3116

"PEPPERMINT" HARRIS

P. H. BLUES

LET THE BACK DOOR HIT YOU

Aladdin 3108

THE FIVE KEYS

YES, SIR, THAT'S
MY BABY
OLD MACDONALD

Aladdin 3118

Lightnin' Hopkins
YOU'RE NOT GOING TO
WORK BY MY LIFE ANYMORE
(PARTS I & II)
Aladdin 3117Aladdin
RECORDSFATS
DOMINO

HOT NATIONALITY!

5145 ROCKIN' CHAIR
CARELESS LOVE

HIS NEWEST HIT!

5167 YOU KNOW I MISS YOU
I'LL BE GONE

IMPERIAL RECORD CO., INC.

6425 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

Most Played Juke Box
Rhythm & Blues Records

Based on reports received January 9, 10 and 11

WEEKS LAST THIS	WEEKS	Record	Artist	Label
6	1	1.	WEeping AND CRYING	Griffen Brothers
7	2	2.	BEST WISHES	R. Milton
6	3	3.	CHILL IS ON	J. Turner
17	4	4.	I GOT LOADED	Peppermint Harris
3	5	5.	HOW MANY MORE YEARS	Howling Wolf
3	6	6.	BAR ROOM BLUES	Roy Brown
12	7	7.	FOOL, FOOL, FOOL	The Clovers
12	8	8.	I'M IN THE MOOD	J. L. Hooper
5	9	9.	SADDLE THE COW	R. Gordon
3	10	10.	THREE O'CLOCK BLUES	B. B. King

RHYTHM & BLUES NOTES

By HAL WEBMAN

Hollywood

Jewel King returns to the Coast January 12 after eight months on the road and is slated for a wax session at Imperial. The New Orleans thrush will do a minimum of four sides. Label's topper, Lou Chubb last week cut Herb Fisher, the singer's first for Imperial since he joined Modern. Modern's Jules and Joe Bihari leaves January 15 for a swing thru the South to seek hillbilly as well as r. & b. talent. Coast rhythm and blues indie, Modern Records, last week re-recorded Benny Carter on eight instrumentals. Platters are set for mid-January release. The order is not under contract to any diskery and is free-lancing. This is the first time Carter worked with Modern.

Swing Time Records is sending out promotional mailing pieces to its 25 national distributors. Kicking off first promotion of the new

year. Plan, originated by label's co-owner, Franklin Korf, is to set a quota for each distributor and

(Continued on page 37)

JUBILEE HITS
On Fire!THE ORIOLES
"BABY, PLEASE
DON'T GO"and
"DON'T TELL HER WHAT
HAPPENED TO ME"

Jubilee 5065

NEWEST SOUND ON WAX
BUDDY LUCAS
and HisBand of Tomorrow
"DIANE"and
"UNDECIDED"

Jubilee 5070

THE SLEEPER HIT ON
THE ROBIN LABEL
"WHERE ARE YOU!"and
"HOW COULD YOU"by
THE MELLOW MOODS
Robin 105JUBILEE RECORD CO., Inc.
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It's One of
BEN LIGHT'S
BIGGEST SELLERS
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ME, HONEY
I'M NOBODY'S SWEETHEART NOW
78 rpm TS 4715
TS 4716

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Sings

"FIND ME"
B/W
"SPEAK LOW"

MGM 11114 (78 RPM)
K-11114 (45 RPM)

"IT'S ALL OVER
BUT THE MEMORIES"
B/W
"NEVER BEFORE"

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MGM 11095 (78 RPM)
K-11095 (45 RPM)

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Shows Charts (Radio
Section).

• Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
50-59 POOR

How Ratings Are Determined

Records are rated four ways: (1) four-40; (2) as to their value for disk jockey; (3) for retailers; and (4) for consumers. Each rating is on the basis of one key category. Each category is assigned a maximum number of points within which new releases are rated. R. S. indicates record is not suitable for a specific group.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song writer, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (current and/or prospective hits, hits and other "play" ratio, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

LABEL AND NO. ARTIST

COMMENT TUNES

POPULAR

LES PAUL-MARY FORD	POPULAR	92-94-90-92
CAPITOL 1502-There's a honey-tongued plain sound here. And by adding a few solid chords to a sparkling bass, the husband-wife team reveals the side into a charmer that should hit high fast.		
It's a Lonesome Old Town		87-88--86--88
The duet team is so easy they play arrangement of the fine standard and the mirrored vocal, simply sung, points up the poignancy of the words.		
FATTI PAGE (Jack Reed Ork) Retreat (Cries My Heart)		90-90-90-90
RECORD 5772-Fatti should have another solid-sided winner with this humorous reading of a cleverly-constructed country-style novelty. She won the three-way winners for the chorus.		
Come What May		86--86--86--87
A simple, appealing ballad is sung with superb projection in Fatti's powerful, rich-voiced style with organ and vocal group backing. The performance could ring in the ears.		
WEAVERS-GORDON JENKINS ORK Old Maid		89--89--89--89
DECCA 77938-Powerful stuff is this rich reading of a traditional Western folk song. The Weavers-Jenkins team get that "fierce" feeling in the performance. The duet should be hit for the year.		
Wimowah		87--89--86--86
This is an unusual singing. Tune is hardly more than a repellent chant. Jenkins' act takes command for the first half of the singing with intense sounding like the Herman Hark of '45, then the Weavers take over. Tremendous build to the whole thing should carry this into contention.		
MARGARET WHITING (Lou Busch Ork) Round and Round		86--87--85--87
CAPITOL 1510-For sleeper potential here. Whiting is actually the "Three Blind Mice" recording. The three sides in all the parts while the harmonized and vocal act sets up a fine ball and round. This leads to a strong finish. Margie's most likely entry in songs.		
Oops		77--80--74--76
La Whiting and the Busch act do work with the rule stick entry in any other version. If the tone makes it, this is due for a share of the action.		
ELLA MAE MORSE (Nelson Riddle Ork) Blacksmith Blues, The		86--86--86--86
CAPITOL 1512-Combination of Ella Mae's mood, drive and beat the harmonized and vocal make one an impressive work. Could be a precursor of its sibling hits.		
Love Me Or Leave Me		83--83--83--83
The duet team like this a most appealing reading while the piano act leads here in top-notch style.		
HUGO WINTERHALTER'S ORK AND CHORUS A Kiss to Build a Dream On		86--86--86--86
VICTOR 20-4453-From every one a tune that's been hanging on for several weeks on a Luck American song. This is a beautifully composed song with a reading that holds every inch of the song. Parker's vocal goes in quite appealing. Could hit hard if the song leads for us.		
Love Makes the World Go Round		81--83--81--80
The story theme from the French film, "La Route," has the same standard as made of. Winterhalter's lyrics do a great, sweeping job on the song with Johnny Parker handling the solo vocals in acceptable fashion.		
MINDY CARSON Dance Me Loose		86--86--86--86
VICTOR 20-4454-A truly sparkling reading covering after the Gifford. Mindy is started by a swinging Hugo Winterhalter ork. Mindy Carson adds some the light and cheerful feeling with vocal notes. Could be a precursor of its sibling hits.		
Allegheyy Fiddler		74-74-73-75
Loud, persistent of the "Allegheyy" is whipped into a verse-chorus song that fails to speak despite a fine effort by Mindy Carson and Gordon Jenkins by Winterhalter.		
PATTY ANDREWS & GORDON JENKINS & ORK If You Go		85--87--86--85
DECCA 77913-A big ballad, an import from France with a new York lyric, is rendered here by Patty. The Jenkins' assist is rich and pretty. Could make a name if the song proves attractive.		
That's How a Love Song Is Born		79-83-77-77
A very lively new ballad is rendered suitably by Patty to a high Jenkins' backing. A noticeable effort, if not a particularly commercial one.		
TENNESSEE ERNIE-DINNING SISTERS Streamlined Cannon Ball		85--85--85--85
CAPITOL 1513-Shortened version of the "Wabash" is read in a warm, sincere ballad manner. Ernie and the Dinning Sisters identify to establish a great mood and feeling. Could connect big if repeat properly. Certainly fine for country areas.		
Rock City Boogie		78-78-76--80
Light, swinging boogie mostly in down up in bright style by the new new team. Privately interesting for the country crowd.		
MERY GRIFIN If I Forget You		84--84--84--84
VICTOR 20-4456-Griffin turns her finest ballad try on new to date in reading off this superb date to a top drawer from her earlier style. Excellent reading establishes a fine mood. Ear-melting of a "sleeper" here.		
Eternally		80--80--80--80
A "rock" ballad, co-written by Griffin, is handed a matching "big" reading by the crowd. Attractive was		

ARTIST
LABEL AND NO.TUNES
COMMENT

POPULAR

BILLY MAY ORK

When I Take My Sugar to Tea
CAPITOL 17019—May brings back memories of Luncheon for me as the song is so familiar to the title. A Luncheon for me as the title is so familiar to the title. A Luncheon for me as the title is so familiar to the title.

83-85-82-82

Charmaine

Wonderful instrumental treatment of the current revival hit. Tight music, great band and the distinctive vocal makes for a top-notch try. It may be late to catch in the song.

76-79-75-75

RED FOLEY

Whistle While You Work
DECCA 27928—Good effort by the singer on the title from the "Steam Heat" picture. Good arrangement in song, with some high notes to round the work. She could get play on both of the sides. 100 marks would be a good bet.

81-83-80-80

Who's Afraid of the Big Bad Wolf?

Another strong vocal by Foley, on one of the old Disney cartoon tunes. High-spirited number. It is on this side too. This could be a strong hit.

81-83-80-80

DOROTHY LOUDON (The Henky Tenka-Milk Kraus)

Good Man Is Hard to Find
VICTOR 432 47-442—Waiting for her own voice here, Miss Loudon impresses as a personality singer with the piano and drive of the old-time made chunter. Vocal style and familiarity of the fine old material story should get strong country action for the disk.

80-81-78-79

I Wasa Say Halls

Good cover-up on the common country story started on the Kew. Miss Loudon gets both lyrics and the hearty, rag-time group back to her story, but the gaudy spirit of the original disk is missing.

70-72-68-70

LORRY RAINES (Hermas Clabassoff Ork)

Just My Bones
CORAL 42432—A good interpretation of a melodic country-style disk, with good lyrics, plus an arrangement that is clean and slick. Should come again.

78-82-76-76

I Don't Weave Be Lonesome

The singer comes into with a strong rendition of a simple, jazz tune, backed with a big beat by the org.

75-78-72-75

ROBERTA LEE-GRADY MARTIN

Tell Me Why
DECCA 27928—Wonderful material disk. The singer hands the common pop disk a beautiful rendition that she makes sound like the second choice like the vocalist with a small-town love poem. Great new dance side.

78-79-75-79

Slow Foot Rag

Has been a song covered by Martin and Decca. Brassy is done in a new country-style instrumental with heavy-toned feeling. Rag and even sound major like play.

72-72-68-75

BUDDY MORROW & ORK (Frankie Lester)

That Old Black Magic
VICTOR 432 47-432—Morrow's highly professional team work is evident through the song comes up with one of his best instrumental sides. Sound is somewhat akin to the old Artie Shaw instrumental.

77-79-75-76

Way I Feel, The

The good feeling of a disk backed over much of its quality to the smooth chanting of Frankie Lester. The org's rendition holds good.

76-79-75-75

PHIL HARRIS & ORK

8th Street Association
VICTOR 432 47-432—A place of lively two-beat material is headed by a typical Harris southern-dance reading. Good for spin on swingy song but not strong enough to break out for the chart. Harris fans should dig.

77-80-75-75

Wine, Woman and Song

Harris is backed by the Spicardes quartet on another new light country song of material. Result is about the same as the outside.

73-77-70-73

TONY SAVAJA (Norman Leyden Ork)

Close to You
VICTOR 432 47-432—Dance, the last who hit as hard in "Pain Your Wagon," continues to show well in the groove as he renders this Sinatra-associated ballad in a convincing croon style.

77-80-75-75

Another Autumn

He sings one of the secondary ballads in the "Wagon" score in a winning manner. The song's a toughie, too.

72-74-72-70

NORMAN KAYE

Tell Me Why
CAPITOL 17719—Kaye gets the question with wistful glancing in a wailing that should get a fair share of the side the tone will earn before it completes the pop style.

75-76-74-76

Once I Loved You

The ballad is lively and Kaye captures its melancholy mood.

73-74-72-74

JANE WYMAN (Dave Barbour-4 Hits)

I Love That Feeling
DECCA 27928—The movie star projects with warmth and more style than the baritone has shown on wax on an old-fashioned type of one ballad set to a real luscious, modern Barbour backing. Should draw some decent appreciation.

75-78-74-72

If We Were While the Merry Rolled In

Miss Wyman sings acceptably well by a blues country which manages to draw a serious and an off-swing effect.

68-70-66-68

DEAN MARTIN (Disk Stable)

On Ray
CAPITOL 1821—Martin tries hard with a light country story based on an Italian folk song, but too many lyrics get in the way. Results questionable, in a happy singing with some just accept.

74-74-73-75

As You Are

The 17-minute star is far less effective in the title to capture the feeling of the ballad based on a swinging and beautiful traditional Italian song, but the material better than does Martin.

74-76-72-74

AL TRACI ORK (Lola Amey)

Dance Me Loose
RECORDEX 3717—Acceptable cover-up of the dancing hit. Should catch a small center, but not much more.

74-73-73-75

If Isn't Any Trouble Just to S.M.I.L.E.

An old cover story is brought to perfect life by the Traci band. Should draw some good while the title will still memories.

73-73-70-77

LAWRENCE WELK ORK (Roberto Lina)

Swing! Down the Lane
CORAL 42430—The charters draw a nice job on the vocal of this disk played in staccato style by the org.

70-71-69-70

You're Somebody Else's Sweetheart

A smooth job by the singer and the organ on a city type woe, which could please Welk's followers.

68-68-68-68

RUS MORGAN & HIS SCRANTON SEVEN

Spaghetti Rag
DECCA 27930—Bright small set workout of the standard rag should be worth some side in the ballroom dance regime.

69-68-68-71

Tavern Song, The

Expansive swinging barroom folks is done with typical rhyme and sweetness by Morgan and his band. Band to make a profitable impression with Tavern goers.

78-78-76-80

MARTHA DAVIS

Marchmallow Moon
CORAL 42431—A warm interpretation by the throat of a new movie hit. On backing is pleasant.

68-69-67-68

What Good Am I Without You?

The charters' mood is capable, but the tone doesn't go anywhere. Disk gives it quietly.

62-62-62-62

BOE SAVAGE

Jump
CAPITOL 1818—Savage reveals a powerful set of phras made to order for the willing liberality of this blue-fox steps on the city position. A pretentious rock-music.

67-70-67-65

My Downfall

Singer tries off phrases with a job and displays a heap of vocal tricks to stay on top of the disc's dramatic arrangement. Savage has a truly distinctive mood and style. With these, he'll need appropriate material.

67-70-67-65

DECCA
RECORDS

A DECCA SMASH

ROBERTA LEE

Singing

TRY ME
ONE MORE
TIME"BABY WE'RE
REALLY IN LOVE"DECCA
RECORDS

DECCA 27936 (78)

9-27936 (45)

America's Fastest-Selling Records

(Continued on page 77)



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and
"YOU COULDN'T BE CUTER"
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K-11151-45 RPM

BILLY ECKSTINE
"A WEAVER OF DREAMS" | "TAKE ME BACK"
MGM 11125 (78) | MGM K-11125 (45)

TOMMY EDWARDS
"PLEASE, MR. SUN" | "IT'S ALL IN THE GAME"
"WHERE I MAY LIVE WITH MY LOVE AGAIN" | "ALL OVER AGAIN"
MGM 11134 (78) | MGM 11035 (78)
MGM K-11134 (45) | MGM K-11035 (45)

BLUE BARRON
"I WISH I HAD A GIRL" | "TEARS"
MGM 11136 (78) | K-11136 (45)

LEROY HOLMES
"IN A PERSIAN MARKET" | "I'LL SEE YOU IN MY DREAMS"
MGM 11126 (78) | K-11126 (45)

VICTOR MARCHESE
"FLAMINGO" | "WHEN I DREAM OF HOME"
MGM 30494 (78) | K-30494 (45)

ROBERT Q. LEWIS
"I'D LIKE TO BABY YOU" | "GRAND CENTRAL STATION"
MGM 11116 (78) | K-11116 (45)

HANK WILLIAMS
"BABY, WE'RE REALLY IN LOVE" | "I'D STILL WANT YOU"
MGM 11100 (78) | K-11100 (45)

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by early into best selling, most played or most heard features of the Chart.

PLEASE, MR. SUN Perry Como RCA Victor 27949

Bill Kenny Decca 27946

Tommy Edwards MGM 11134

Continuation of the activity surrounding the song and three fine performances make for three selections to last week's pick of the Johnny Ray series. Should be enough action for all to get a healthy share.

SINCE MY LOVE HAS GONE Tony Bennett Columbia 79635

The Bennett sound and style should be enough to push this adaptation from a "best melody" into a commanding position for jock, juke and customer buyers.

COME WHAT MAY Patti Page Mercury 5772

A second listen cements the belief in the strong potential of this new ballad. The girl's way with a lyric is still true. Flip side, "Retreat," was picked last week.

STOLEN LOVE Eddy Howard Mercury 5771

Follow on to Howard's slick version of "Silk" is a corn-crook-derived item. Eddy and the boys team up for a most performance.

THE SKIPPER OF THE ENTERPRISE Alan Holmes Oak Mercury (number available)

This is a favorite. With all the horns surrounding Captain Carter's heroic feat, plus the big band-boosting, ship built on radio and TV and in the press, there should be enough demand to rock or some quick business. Looks like it's needed for the kind of activity recorded by the MacArthur speech disk.

THE SINKING OF THE ENTERPRISE Wyn Stacey, with Oak, and Choir Mercury (number available)

With lyrics to the tune of "Each Command," written by Ben Aronson, a Radio and TV star, who has been much of Mercury's kid stuff, this Enterprise effort, backed off with a 30,000 guaranteed disk promotion and the Enterprise appreciative pushing behind it, should be a real contender for whatever action develops on the Carter disk.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what late disk jockeys think consumers' hits will be:

1. PLEASE, MR. SUN Perry Como Victor 20-4853

2. PLEASE, MR. SUN Johnny Ray Columbia 79636

3. TULIPS AND HEATHER Perry Como Victor 20-4853

4. WHEN IT'S SLEEPY TIME DOWN SOUTH Louis Armstrong-Gordon Jenkins, Ork. Decca 27999

5. HERE'S TO MY LADY Hal (Gill) Cole Capitol 3895

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what late record retailers think consumers' hits will be:

1. PLEASE, MR. SUN Johnny Ray Columbia 79636

2. Broken Hearted Johnny Ray Columbia 79636

3. Where Love Lies Ames Brothers Coral 40437

4. When It's Sleepy Time Down South Louis Armstrong-Gordon Jenkins, Ork. Decca 27999

5. OH PAINT The Whiffles Decca 27928

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what late juke operators think consumers' hits will be:

1. PLEASE, MR. SUN Johnny Ray Columbia 79636

2. NEVER STAY AWAY FROM MY DOOR Richard Hay Mercury 5763

3. WHY DON'T YOU LOVE ME? Murray Close Columbia 79631

4. SNOWFLAKES Evelyn Knight Day Lombardo, Ork. Decca 27999

5. BE MY LIFE'S COMPANION White Brothers Decca 27999

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among those on what late Country & Western disk jockeys think consumers' hits will be:

1. MISSING IN ACTION Ernest Tubb Decca 46399

2. HEARTSICK SOLDIER ON HEARTBREAK RIDGE Wiley Tullie Capitol 1956

3. HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb Decca 46399

4. BUNDLE OF SOUTHERN SUNSHINE Eddy Arnold Victor 20-4613

5. HEART OF A CLOWN Wiley Tullie Victor 20-4620

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"I WANNA SAY HELLO"

and

"I LOVE THE SUNSHINE OF YOUR SMILE"

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THERE'S SOMETHING ABOUT YOU—HM-102

45 and 78 RPM

DORMAN RECORDS

105 Arrowhead San Bernardino, Calif.

Music as Written

◆ Continued from page 21

Miss Sommers were married recently. Kammen is working with Dick Pierce's jobbing band. . . . Patti Page has also dropped her sister who was doing the off-stage band with her. . . . Carlos Molina into the Wilton Hotel, Long Beach, Calif., January 28, following Lorraine Casper's new band. Three-month Molina date is first location set for Associated Booking Corporation by Billy McDonald, ex-Molina Decca exec, who joined Bobby Phillips last week. . . . Mrs. Evelyn Sheridan, of American Distributing, the Chicago z&b distributor, in town for a visit.

Frankie Carle returns to the ballrooms March 1 with a break-in date at San Diego, Calif., after which he'll one-night thru Texas and the Midwest, winding up with a date at the Paramount New York. Associated Booking may land him a location at the Edge-water Beach Hotel, Chicago. Carle cut five telecriptions for Sonolite last week, featuring his rhythm section and Marjorie Hughes, his daughter, who formerly chirped with the band. . . . Del Conway is working at the Saint Francis Hotel, San Francisco, with a local band on an MCA pact. It's Courtney's first date in several years, as he has been doing d.j. and TV work. The Hook Hopkins and Fairmont hotels in the bay area have dropped traveling bands for the time being. . . . Don Boyd, singing trombonist who worked for a long time with Lew Brown, is operating his late father's jewelry shop in Beckley, W. Va. . . . Lew Brown and his manager, Don Kraemer, are going thru a stock of 1,500 old piano scores, which they picked up last summer while at the Capitol Theater, New York, seeking oldies to resurrect via their Coral recordings. Brown's arranger, Frank Constock, loved the cache of recordings backstage during the engagement and Brown purchased them. Stagehands said that a much larger batch of these old piano sheets had been thrown away when the theater cleaned

up its storage lockers some time back.

Louis Armstrong has finished shooting his featured part in MCA's forthcoming "Glad All Day," in which the famed jazz immortal plays the part of a lighter's second. Armstrong plays a dramatic part and sings and plays trumpet in the flicker. Armstrong's new unit includes Joe Sullivan, jazz pianist once with Bob Crosby's Bob Cats and lately a single; Dale Goss, bass; Russ Phillips, trombone; Barney Bigard, clarinet; Cory Cole, drums; and Velma Middleton, vocals. They are currently at the Hangover, San Francisco. . . . Tex Ritter is mulling a management part from MCA. Ritter has been booked for years by Ivy Yates. Ritter's inking connects with the hiring of Johnny Hitt, Dallas country music promoter last week (The Billboard, January 12). . . . Patti Page has hired Dorothy Birdsoff, formerly with Tommy Dorsey, as her personal secretary.

Mills Music, completing renovation of its local office is winding up major label coverage on the January plug, "It's Raining."

Warner's "Stop, You're Killing Me" will be megged by Roy Del Ruth. Later recently worked on the Gordon MacRae-Eddie Brecken film musical, "About Face." . . . Elmer Bernstein set to tie the score for "Sudden Fear," a Joseph Kaufman Production. This is the cleft's third film, first two being "Saturday's Hero" and "Book of Malice." . . . Warners will produce the life of Calamity Jane as a color musical. Screenplay is by James O'Hanlon and based on Bret Hart's story.

"The Will Rogers Story" will be directed by Laffey Pines. . . . Guitarist Vincent Gonzo will cleft and play music for "The Fighter," an Alex Gottlieb production underway at Motion Picture Center. . . . Dick Wesson and Lina Roney inked to top roles in "Man With a Gun" at Warners.

Philadelphia

La Casa Liana Ballroom added this week to the town's dancery scene, with Clem Horton's Las Vegas Orchestra featured. . . . Dave Appell Trio added to the weekly morning play show of Ernie Kovacs on WPZZ. Fem vocalist was added earlier. . . . Murray Schafer's Aristocrats back in town for a January 21 opening at Ciro's. . . . Cosant Diandra gets the local franchise for the West Coast's Kiki Records. . . . Raymond Dinsberg, drummer with Jack Lewis' band, is in Philadelphia General Hospital with a heart ailment. . . . Chick Keeney, drummer for Charlie Ventura's band at his Open House salery, rushed to Graduate Hospital for an appendectomy, with Don Leonard, formerly with the Woody Herman Herd, rushed in to make the replacement. . . . Lesney Herman back for what has become his annual visit at the Hotel Warwick. . . . February bookings bring in Al Morgan, Johnny Ray and the King Cole Trio, all on return weekly stands. . . . Chubby's, across the river in Collingswood, N.J.

Scandinavian Disk Distrib Expands by Adding Radio Sets

COPENHAGEN, Jan. 12.—The Scandinavian Gramophon firm, distributors of His Master's Voice and Columbia records, last week acquired the controlling block of shares of the R.T.C. radio firm, dealers in radio sets and equipment.

After completing contemplated changes in the merged firm's organization, the Scandinavian Gramophon will handle, in addition to its present line of platens, the radio products of the R.T.C. company. H. Voss, local department store owner, will be appointed administrator of the radio department of the expanded firm.

MINDY'S BARK with a great new hit!

HUGO WINTERHALTER singing

"ALLEGHENY FIDDLER"

with HUGO WINTERHALTER and His Orchestra and Chorus

RCA VICTOR 20-4457 (78) 47-4457 (45)

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Federator of Radio Artists against the merger. Miss Boley was asked to resign. Miss Cranford was elected a board alternate. She resigned in protest against AGVA's exec Eddie Rio and Board Chairman Rex Weber. TVA national chairman would prove AGVA's dismissal of the two fawns.

Reese report, which kicked off the hullabaloo, charged that most of the performers in the AGVA-TV show were "not good" and "not working with TVA, and according to an AGVA member, about 20 percent of the cast was non-AGVA talent. Understood that Reese

The suit against Caesar by Devory Freeman, charging infringement of the latter's penny-gum machine routine, is still pending in New York Supreme Court.

COSTUMES
Many used in Broadway shows. Available for REVUES, GAY '90's, MINSTRELS, etc. REASONABLE RENTAL RATES.

Federation of Radio Artists against TVA in favoring an AFRA-TV merger. Miss Boley was asked to resign but refused. Miss Crane was elected a board alternate but resigned in protest against AGVA exec Eddie Rio and Board Chairman Rex Weber. TVA national

The suit against Caesar by Dev
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ment of the latter's penny-gum
machine routine, is still pending
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LAFFE Gets Appeal to End Conflict at State Meetings Association's Co-Operation Is Urged To Avoid Overlapping Conventions

CINCINNATI, Jan. 12.—Mounting irritation over conflicting State fair convention dates was voiced by many Midwest showmen this week, and some did more than talk about it; they petitioned the International Association of Fairs and Expositions to step in and assist in working out conventions that would not conflict.

Four attraction reps and one show suzler at the convention of the Minnesota Federation of County Fairs in St. Paul this week jointly wrote Frank Klingman, LAFFE secretary, asking that group's co-operation in devising future schedules that would eliminate conflicts.

The petitioners were Art Swenson of the Swenson Thriftage; Ernie Young of the Chicago Book Agency, bearing his name; George B. Flint of the Boyle Woolf-Loft, Chicago; Frank Winkley, auto race promoter; and Bill Landemann, sales rep of the Regal Manufacturing Co.

Pointing out that they are associate members of several State Associations, they urged the LAFFE to give "your consideration and assistance in effecting a co-operation of working arrangements among the State associations to the end that their meetings will not conflict so that associate members may attend the said conventions, which, at the present time, is not possible in many instances due to their conflicting dates."

"If," they added, "such a plan can be worked out to the benefit of all, it would enable the fairs to make direct contact with key personnel of the attractions offered and a more representative field of attractions would be made available for consideration. The booking agencies would be in a better position to work efficiently over the country with greater productive possibilities."

Klingman replied to each of the five petitioners, advising them that he would try to make some corrective measures. He did not indicate what he had in mind.

One State association secretary, H. B. Keller of Minnesota, this week wrote The Billboard

Matthew Adler Side of AGVA Policy Story

Continued from page 15

questioning" by the New York insurance department, etc. This is simply a falsehood. Persons seeking to injure the program have no doubt that department was of the kind of malicious rumor and untruth. Learning of this, I volunteered myself under the department and requested an opportunity to meet, testify under oath and produce all my books and records for their inspection. This I have done. An extended report courtesy by the insurance department and I am confident that the department will find that my entire course of conduct has been in the utmost good faith and has been essential in order to have the program operate the program in the most possible way in operation. I shall pursue a similar course with any other similar department.

"Rumors have been circulated that I have made great profits. I have testified under oath and my sworn records prove that to date I have suffered very heavy financial losses in the program; I must look to the future for an opportunity to recoup my losses and earn a fair return for my efforts and investment."

"It is, it has been charged that I have improperly paid out large (Continued on page 32)

saying that he was open to suggestion as to what could be done to avoid conflicts.

The Michigan and Illinois conventions the week of January 20 overlap, and Kelley pointed out that he had gone to considerable lengths to avoid a conflict this year.

Early last spring we made a number of long distance calls attempting to select dates that would not conflict with Ohio or Illinois," Kelley said. "We had expected to have the Michigan and Illinois conventions the week of January 13. However, in conversation with Ohio officials we were told that due to an Ohio law it was necessary to have them the week of January 20."

"As Ohio is located close to Michigan, we decided to take the week of January 20 against our judgment and made arrangements with the hotel. After we were told that plans for a new administration building have been shifted to the executive cost and the uncertainty of a second, we could do about it."

They are Nebraska, Indiana and Wisconsin conflicted, and those conventions in Ohio, Kansas, Missouri and Illinois. Three conventions will overlap the week of January 20. They are Nebraska, Illinois and Michigan.

They are Nebraska, Illinois and Michigan. They are Nebraska, Illinois and Michigan. They are Nebraska, Illinois and Michigan.

WON'T STOP RAIN, BUT: Infra-Red Heat Could Dry Muddy Lots, Expert Says

CHICAGO, Jan. 12.—Possibility that circuses, carnivals, fairs and shows could use infra-red equipment to dry up muddy lots was advanced here by the district engineer of a major electrical equipment manufacturing company.

His statement was in reply to an inquiry by The Billboard after January 10. They are Nebraska, Illinois and Michigan. They are Nebraska, Illinois and Michigan. They are Nebraska, Illinois and Michigan.

The engineer, J. F. Herbenar, of the General Electric Company, said many variables make it impossible to say whether the system would be satisfactory. But he said that he believed the idea would be worth a test.

Generators Ideal
Herbenar said that circuses and carnivals carrying their own power plants would be most likely to succeed with the plan because they would have their own source of adequate power.

An investment of about \$500 in infra-red lamp bulbs would be the primary cost to a show having generators and cables on hand, he said.

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St. Paul Fair Reaps 1326 Profit in 10 Days

R. S. Thornton
Named President,
Thompson to Board

ST. PAUL, Jan. 12.—Minnesota State Fair, despite rain on seven of its 10 days, wound up its 51 fair with a total profit of \$132,679.38, Douglas K. Baldwin, secretary, announced here this week at the annual meeting of the State Agricultural Society.

This profit was off from the 1950 operating net of \$25,795.38. Total fair income during the past year amounted to \$1,154,312.41 while expenses aggregated \$1,021,633.03, said Baldwin. Income from 654,022 with tax on admissions totaling \$120,620.45. Income from concessions and commercial exhibits was \$201,124.88, a new all-time record, the previous high being \$185,300.23.

Baldwin pointed out that despite the weather, attendance was only a few thousand below the record set in 1950. He also said that plans for a new administration building have been shifted to the executive cost and the uncertainty of a second, we could do about it."

Thompson New Pres
R. Thornton, Alexandria, veteran member of the fair's board of managers, was elected president of the fair at the Wednesday (9) session. Earl K. Baldwin, secretary, first vice-president; Norris K. Carnes, St. Paul, second vice-president; and R. C. Sorenson, Minneapolis, were named to succeed Thornton on the board of directors.

Albert E. Thompson, Spicer, was named to succeed Thornton on the board of directors.

(Continued on page 32)

EDITORIAL

Way to End Conflicts

Attraction bookers, carnival representatives, fair-show suppliers and fair executives are properly indignant over the conflict-riddled schedule of fair conventions dates.

The need to avoid such conflicts is vital to all concerned. And State fair association executives are quick to agree and are eager to devise any way to prevent future conflicts.

It should be possible to work out a plan. Probably the best would be thru the International Association of Fairs and Expositions or the Federation of State and Provincial Associations of Fairs, which is part of the LAFFE.

Probably the best time would be during the annual conventions of these groups at Chicago in December.

Convention Preparations

In preparation for such a meeting, State associations which have their convention dates arbitrarily fixed by State laws, should report that, along with the dates thus set.

Also in preparation for the date-fixer meeting, State association representatives, on the eve of their departure for the Chicago meeting, should establish the hotel availability in their convention cities—as many availabilities as possible.

Slitting together in Chicago, with all the information at hand, it should be possible for the various State representatives to draft a schedule of conventions that do not conflict.

At the same meeting State association representatives might be well advised to go a little further; they might review the entire subject of fair conventions, with a view to making their own more effective.

Some conventions run two or three days, not because they need that much time, but because they happen to be picked up a neighbor's pattern and fashioned their own convention to it.

Some conventions that run no more than two days are extremely effective, not only from the standpoint of booking but from the fruitfulness of the four sessions. Some conventions would do well to be drawn down to one day. Attendance would be greater and delegates and showmen would get more out of the convention.

Ohio's 75th Meet Pushes Huge Pho's 12th Meet Mrs. Don A. Detrick Retires as Secretary; Coschoon Annual Gets Cooper Award

COLUMBUS, O., Jan. 12.—The 27th annual convention of the Ohio Managers' Association, held at the Deshler-Wallick Hotel here Tuesday thru Thursday (10-12), in interest in the attendance, its long-established reputation of being one of the leading national gatherings of its kind in the nation. Registrations for the three-day event again hit a record of 1,300 mark, some 60 short of the all-time mark in attendance in the 1950.

The climactic banquet and ball held in the Deshler-Wallick's ballroom Thursday night attracted some 1,100 fair men, showmen and suppliers and the former governor of Ohio, Myers V. Cooper, of Cincinnati, serving as toastmaster.

The Ohio fair meeting is one gathering where fair men come prepared to do business on the spot, and attraction people, concessionaires and suppliers on hand to make a quick sale. The meeting of the last two seasons (1949-50) was the last time formulated the various programs for the three-day session, Tuesday was given over to registration.

Sessions Well Attended
No single operating problem drew more than average attention on the convention floor this season. The various programs, well thought out and run in prompt, efficient and business-like manner, were of equal interest and all drew full houses, a fact that has become a regular thing at Ohio meetings in recent years. The gimmick of flying away door prizes at the Wednesday night session inaugurated last year, was again used this year and drew standing-room-only attendance. The prize, (Continued on page 37)

Bronx Rodeo Signs Crabbe

NEW YORK, Jan. 12.—Television name Buster Crabbe, who has shown in rodeo portraiture in this area thru several appearances last year, has been signed as one of the three names to appear at the February 22-March 1 Bronx rodeo. The rodeo, named "Stampede and Round-Up," was announced this week.

Crabbe, producer, director and stager of the event, which will be shown in the Kingsboro Armory in the Bronx, showing Crabbe's hand in the summer of last year, Crabbe was reported a powerful gate factor. Appearance in the "Stampede and Round-Up" was reported a powerful gate factor. Appearance in the "Stampede and Round-Up" was reported a powerful gate factor.

Crabbe also reported that George E. Foster will be in charge of advertising for the rodeo. Foster, handled similar chores for Kibbler on a previous rodeo held at Washington. Betty Barton is acting as Kibbler's secretary. E. P. Coronado will furnish all seats for the event.

"GREATEST SHOW ON EARTH"

Gotham Reviewers High in Praise of R-B Flicker

NEW YORK, Jan. 12.—If the reviews published in daily newspapers here of Paramount Pictures' "The Greatest Show on Earth" are any criterion, the opus should play a merry tune at the ground, both for Paramount and R.B.

Flicker was unveiled at Radio City Music Hall Thursday (10) and the reviews appearing in yesterday's papers were all glowing. "Earth" are any criterion, the opus should play a merry tune at the ground, both for Paramount and R.B.

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Beatty Show Opens March 22; Moore to Return as G.A.

Acts Include Hannefords, Voices,
Colleano; L. A. Starts March 28

EL MONTE, Calif., Jan. 12.—Clyde Beatty Circus will open its 1952 season here March 27 and move into Los Angeles for a 17-day stand starting March 28, Beatty announced this week.

William Moore, Beatty stated, "is returning as general agent and it is arranged for his advance staff." When asked about Moore's tie-up with Wallace Bros.' Circus, Beatty declared that he was concerned only with his affiliation with the CB outfit.

Moore now is at his Dallas home. It was reported from winter quarters of the Wallace show at Gonzales, Tex., that Moore would be general agent of both circuses.

G. E. Booth is returning as Beatty's car-manager and Jack Knott will handle press, Shirley and Norman Carroll have been named to handle radio and television promotion in the Los Angeles area again.

Strong Performance

Beatty said he believed that he would have the strongest show of his career this season. Acts that have been signed include the Hanneford Family, bareback riding; Harold Voss Troupe, seven-piece flying act; Con Colleano, wire, Madini Family, unsupported ladders; The Ericksons, balancing and iron jaw; Page and Renner, petting dog act; Phil and Bonnie Bonta, novelty balancing; The Hannefords, juggling and wire; John Cline, equestrian director and 12-horse show act, and Mrs. Cline and daughter, Cline said new trappings would be used in his ring turn year.

Vander Barrette is expected to arrive here February 1 to begin work on costumes and to produce the aerial displays.

No production clown has been named yet, but one is expected to be selected in the near future. Although some clowns and ballet girls have been contacted, the list is not yet complete.

TV Work Continues

Work has been completed on the television films which feature Beatty and which are being produced by Commodore Productions. Shooting will continue thru the winter and some filming will be made under canvas starting at Los Angeles. The touring is scheduled for six weeks' TV work following the opening of the circus.

For the opening stand, Beatty will use the lot across the street from his winter quarters at the old Gay's Lion Farm here, Breckinridge set for this city to provide time for erecting the new canvas several days early. The big top will be 140 with four 30s. The menagerie is a 70 with four 30s.

R-B to Pact Borra for '52

NEW YORK, Jan. 12.—Borra, magician-pickpocket, who scored a hit with the Ringling-Barum circus in Havana, probably will be signed for the season. It was reported this week.

During the Havana stand circus President John Ringling North contracted with him for the season's opening date here. Borra's specialty is lifting objects from the members of the audience. Following the Havana date he will tour two nights at the John Ringling North Hotel, Sarasota, Fla. He then was scheduled to move on for training negotiations before leaving for Copenhagen.

and the Side Show top is a 60 with two 30s. Most of the canvas was delivered new in September but was not used last season so that it would be in top shape for this spring's TV work.

In Los Angeles the show again will use the Washington and Hill lot. The stand will include three week ends and will close April 13, after which the show will play other spots in this vicinity. These dates tentatively include two or three days at Long Beach and four days at San Diego. The latter spots will be under Lions Club auspices. As the early draft of the route stands now, the Beatty show will be in California for about two and a half months.

A rumor that Beatty would enlarge his train this season was spiked.

Giraffe-Neck Women Going To Australia

JOHANNESBURG, South Africa, Jan. 12.—Giraffe-neck women have been located in South Africa by Dave Melkin, Australian showman, and he has obtained permission to take them to his country. It was reported here, Melkin explained, that he presented them at the Sidney, Australia, show last week.

At the same time, he was given clearance to take African midgelets to Australia.

Ringling-Barum circus feature has given the show a new women during the '30s. It was reported in the United States that Ringling made an effort last year to bring a second group of the women to America but that permission was denied.

Key Morris Bows Hippo, Dens, Trucks

PUNTA GORDA, Fla., Jan. 12.—Key Morris and his show has chased a full-grown hippopotamus from Henry Trefflich, New York, circus, to the '30s.

The circus will be the grand stand attraction at Charlotte here on Jan. 19, and will follow up with a date in Miami for the Ops-Loa Fire Department, Murray announced.

Ken Murray, show's general agent, who is in charge of the pension purchases, also announced that he had secured a pension combination had purchased four cage wagons and a chariot at Ann Arbor, Mich., and had acquired horses, plumes and other show property from Paul M. Lewis, Jackson, Mich.

He was accompanied on the buying trip by Mr. and Mrs. Bill Morris. Their itinerary included Peru, Ind., where they looked over Cole Bros. Circus, and Chicago, where they conferred with Bill Horstmann, Cole executive producer.

Trucks, Horses Added
Special birds are being built at winter quarters here for several new trucks bought recently. Jack Lorenzo is breaking several wild horses and plans new routines for Liberty acts.

The show also plans to double the size of its billing crew. A new advance truck has been added. Murray said. In preparation is a new routine for use by the show's advance department.

Special paper and newspaper advertising for the touring show, hippo and show. New menagerie will replace the Side Show and

ALL PART OF A DAY'S WORK

BIRMINGHAM, Eng., Jan. 12.—Unusual accident during a performance of the Bingley Hall Circus here New Year's Day sent band leader James Harrison to the hospital. Sharpshooter Jack Carson's stool collapsed while he was preparing for a shot from the backward, reclining position. His rifle went off, the bullet striking Harrison in the leg. Carson completed his act without realizing what had happened to Harrison, who played the show. The band leader was taken to the hospital after the performance.

King Bros. Bow Set for April 5 At Macon Base

Cristianis to Sail
From France Soon;
Diano in Africa

MACON, Ga., Jan. 12.—King Bros.' Circus will open the new season April 5 at Central City, Colo., where the show will set this week. As in the past, there will be three regulars: scheduled performances with the show being a morning show for kids. Morning draw always has been good here.

Luella Cristianis, co-owner, and his party, now touring Europe in search of new acts, will sail from a French port soon and arrive in this country about January 20. They will go directly to Macon, where Lucio will see his wife, June, their son and a baby's associate, Tony Diano, Canton, O. A Diano led the group in Italy a week ago to make a flying trip to the Belgian Congo and other points to scout for new acts and new animals for the menagerie. It was Diano who imported the giraffe now carried in the King show menagerie. A contractor by profits was given Cowley for details with the show and last season was operator of the concert.

A contract for aspects of the show's opening engagement here was awarded Tuesday (8) to the Macon Freeman's Association.

The circus will be the grand stand attraction at Charlotte here on Jan. 19, and will follow up with a date in Miami for the Ops-Loa Fire Department, Murray announced.

a new banner line has been purchased. Menagerie top will be a new one.

The circus will be the grand stand attraction at Charlotte here on Jan. 19, and will follow up with a date in Miami for the Ops-Loa Fire Department, Murray announced.

The Davenport show again will include a package of Ringling-Barum talent as well as other acts. The line-up will be changed from the previous tour, and will feature more Ringling elephants coming on for later dates and with Cole Bros. transportation.

Program line-up for the Toledo engagement includes Joe Geiger and Kenneth White, comedians; Robert Rix, bear; Joanne Day, lion tamer; Jack Jones, dog; single tractor; Chatta Sisters, balancing; Eleonora, juggling; Shylock, lion tamer; Freddie, dog; Helen Haas, chimps; LaBlonde Tren, aerial bars; Marjorie Cor-

Concello Denies R-B Plans Winter Tour Of South American

1951-'52 Offer Received, Rejected;
No Trek in Works for Next Year

SARASOTA, Fla., Jan. 12.—Reports that Ringling Bros. and Barnum & Bailey Circus would make a "world tour," including a string of South American cities, were put into deep freeze—at least for this winter—by Arthur M. Concello, general manager of the show, here Wednesday (8).

Concello confirmed that the show had received an offer to make the South American tour this winter and said that it was not accepted. In denying current reports that the show would make the trek this winter, Concello said the present offer did not extend to next year.

He acknowledged that a similar offer had been made later and he said "a lot of water could run under the bridge" before next fall. However, he stated that no plans or negotiations were in the works now for such a tour, Concello did not say who made the offer.

Train to Be Unchanged

At the same time, the general manager accused a rumor that the show might cut cars from the train in 1952 and stated flatly that that was not to be in the show. The circus confirmed, too, that the Brooks Costume Company, New York, would make the costumes.

Zack Miller's Final Rites Held Jan. 6

OKLAHOMA CITY, Okla., Jan. 12.—Zack Miller, circus impresario of the 101 Ranch Wild West Show, was buried here Sunday (6). He died at Work, Tex., Thursday (3) after a long illness.

Funeral services were officiated at simple rites held at the 101 Ranch store. Burial was by the Cowboy Burial Association, which had 600 persons attended. At the grave, Tom Prineaux, an elder of the church, intoned in his native tongue: "Dear God, take Zack Miller, and his two daughters, Mrs. James Gibbs, of Valley View, Tex., and Mrs. Lee Flood, Midland, Tex."

Boy Born Jan. 7 To Floyd Kings

MACON, Ga., Jan. 12.—A boy was born to Mr. and Mrs. Floyd King at Macon Hospital here Monday (10). The child was named Floyd King Jr. The father is co-owner of King Bros. Circus.

Orrin Davenport Unit Starts '52 at Tledo

TOLEDO, Jan. 12.—Orrin Davenport's indoor show will launch its 1952 season here Sunday (13), first of a week's stand under Grotto auspices. To follow are 14 stands ending with Winnie May 10-17.

The Davenport show again will include a package of Ringling-Barum talent as well as other acts. The line-up will be changed from the previous tour, and will feature more Ringling elephants coming on for later dates and with Cole Bros. transportation.

Program line-up for the Toledo engagement includes Joe Geiger and Kenneth White, comedians; Robert Rix, bear; Joanne Day, lion tamer; Jack Jones, dog; single tractor; Chatta Sisters, balancing; Eleonora, juggling; Shylock, lion tamer; Freddie, dog; Helen Haas, chimps; LaBlonde Tren, aerial bars; Marjorie Cor-

R-B Moving Fast In Drive For Sponsors

NEW YORK, Jan. 12.—With the exception of New York, Boston and Philadelphia, the Ringling-Barum circus is either set for or has a solid chance of playing sponsored dates up to the start of June, it was reported this week.

Paul Eagles, general manager of R-B, and his crew of four have been going ahead full speed on securing sponsored dates for the show would stop for sponsored dates in almost every city in the country, he said.

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Eagles said the show's route would vary little this year from the previous one, sponsored since 1951. In addition to the sponsored dates, Eagles is working on sales of the show to Atlantic Legion posts in Poughkeepsie and Hicksville, N. Y. The former stand was sold to the circus and to Sunday blue laws, and the latter will be part of a five-year option pact signed between Legionnaires and the circus.

Eagles reported that in most cases a sponsor accepted the deal immediately, with mechanics works out later. He said reception has been excellent. His crew has been contacting local Chambers of Commerce or friends of the show to select auspices.

Members of the crew have been elected to the president of the show is seeking sponsors, with the answer that it makes sense in the case of the circus and to Sunday ticket meismen to be gained, Eagles said.

CHS Re-Elects Beile Leonard; Green Named

SARASOTA, Wis., Jan. 12.—Beile Leonard, former tourist of Wichita, Kan., was re-elected president of the Circus Historical Society. Announcement of the result of the balloting by mail was made by Leonard.

Bob King of Richmond, Ind., was re-elected secretary, and Alvin Welch was elected treasurer of The Bandwagon, CHS publication. Walter Pletschmann, Detroit, was elected treasurer.

Kaiska also is chairman of the 1952 convention committee. Annual picnic will be held here original home of the Ringling Bros.' Circus.

State Fair Room and For Blue Grassers

Green Light Would Be Trail Blazing Means of Improving Kentucky Events

By AL SCHNEIDER

LOUISVILLE, Jan. 12.—Hotest piece of news to come out of the annual county fair association of the Kentucky Association of Fairs and Horse Shows, held January 10-11 at the Brown Hotel, was the announcement by Commissioner of Agriculture Ben S. Adams that an appropriation for the aid of fairs would be sought in the current session of the Legislature.

Brown broke the good news during the Thursday night Roof Garden banquet at which the principal speaker. He would not divulge the amount to be asked, but said that the subject is to be brought up Tuesday (15) during a legislative session at Frankfort.

Tough Gossip

Kentucky fairmen have been pushing hard for State aid for fairs for several years. They almost scored in 1950, but the minimum log jam of "must" legislation prevented passage of a bill which would have appropriated \$75,000 annually for county fairs and a maximum of \$2,000 per fair.

If the new effort, of which Commissioner Adams spoke, closely recapitulates those of the past, it means much to Kentucky fairs, which have been hard pressed for funds, and which to carry on progressive programs. Two years ago, at the association's 1950 meeting, fairmen frankly admitted that their annuals suffered from comparison with fair of other States, and saw in State aid the means by which they could elevate the quality of their fairs.

About 50 fairmen attending this year's convalesced to return to the Brown Hotel in 1952, but set dates of January 8-9. That their meeting would overlap the Ohio fairmen's convention. The Kentucky meeting terminated this year because it overlapped Ohio's. The many fairs represented at the Buckeye State fair, which was the first of the season, many shown-exhibitors to Ohio, and the result that only about 50 turned up at the gathering here.

New Secretary-Treasurer

Second biggest piece of news was the association vote to combine the office of secretary and treasurer. L. Don Caslick, Louisville, who served as secretary for the past three years, was given a rising vote of thanks. A \$100 check in appreciation of his work was and was elevated to the presidency. His post will be taken over by Treasurer Ray P. Weller, prominent Louisville tobacco warehouseman, and to the association's office moves there. Calvin Shevmetz, Harrodsburg, 1951 vice-president, was elected to the presidency, succeeding J. W. Dixons, Alexandria.

Directors elected for 1952 terms

Other officers re-elected included Chester W. Brumbaugh, first vice-president; Harry J. Schad, second vice-president; Charles W. Swoyer, secretary; Paul R. Esterly, secretary-treasurer; and Albert W. Swoyer, treasurer. The six officers who retained their posts at director were new director, Horace W. Miller, was elected.

Other directors re-elected included Herb Ementhorp, Newton P. Riebel, Alvin P. Riebel, Paul Lind, Jacob H. Mays, W. Arthur Morris, Russ Moray, Robert Riebel, George L. Riebel, Dr. H. B. Riebel, George W. Schuler and J. George Zerr.

are: J. B. Messer, Brodhead; Nelson Breese, Falmouth; Frank C. Williams, Louisville; Grover Gilpin, Columbus; W. W. Scott, Jefferson County; and Jack Stengell, Russell County.

During the meeting members discussed the possibility of organizing a harness racing circuit in the State, but postponed action until one of the three extra meetings they voted to hold during the year. Purpose of these meetings will be to discuss various problems affecting Kentucky fairs.

Members also appointed grievance, arrangement and legislative committees, and pledged support of association projects and mutual co-operation.

KANSAS FAIRS SEEK TO MAKE

Record Representation Marks Two-Day Topeka Convention

By FRANK R. JOERLING

TOPEKA, Kan., Jan. 12.—Aid to Kansas fairs will be increased by \$1,000 each if Senate Bill 352 passes both Houses, it was disclosed at the annual meeting of the Kansas Fair Association in Hotel Jayhawk here Tuesday and Wednesday, Jan. 9-10. Measures provided for appropriation of \$63,000 to be distributed among the county fairs in various amounts.

Under the present aid set-up, Kansas receives \$2,000 each year, which is earmarked for use as premium payments. The proposed increase of \$1,000 could be used as they see fit, such as for re-building or upkeep.

Attendance at the meeting was of record proportions. Out of 80 annuals in the State, 72 were represented. Everett Ertter, Stafford, association secretary, reported the year pointing out that early summer floods did much to hold down gross receipts. Three fairs were compelled to cancel due to floods.

John Morse, Mound City, association president, presided at the opening session, with speakers including Roy Fredland, secretary of the State Board of Agriculture, and D. Linn Lewis.

J. Harold Johnson, State 4-H Club leader, was the key speaker at the Wednesday session. Harold Shull, St. Francis, addressed the convention on "Why My Fair Clicked," and was followed by Roy E. Grier, secretary of the Arnold, Cottonwood Falls. The afternoon session was held at the State Board of Agriculture.

Dr. J. H. Miller, secretary of the Kansas State Fair, Hutchinson, was the key speaker at the Wednesday session. Harold Shull, St. Francis, addressed the convention on "Why My Fair Clicked," and was followed by Roy E. Grier, secretary of the Arnold, Cottonwood Falls.

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There is a possibility of this year's fair opening Sunday, August 3. (Continued on page 57)

PERHAPS IT WAS THE PURPLE COW

RALEIGH, N. C., Jan. 12.—Topics listed for after-banquet discussion at the Friday (12) courses at the meeting of North Carolina Association of Agricultural Fairs here definitely seemed to be off-beat.

Sam Nunn, director of many big cat racing events in the East, and Jack Kuchman, thrill rider in the Missouri State Fair, "Why We Like Horses," L. Y. Ballentine, State commissioner of agriculture, "I express my opinion," "How I Beat the Governor Milking the Cow," A bit dramatic, "I express my opinion," "When I Was Mr. Mr. Cow."

Program states that "the banquet will be informal, and the program will be a variety of topics. At another point it informs the staff that they will be permitted to wear 'crazy coats'."

He lauded the fairs for their important roles in developing of livestock and for their youth programs and advised the exes to look ahead and develop an expanding usefulness. The function of a fair in demonstrating visually progress is a function that will never fade, Stedman said.

At the annual secretary's breakfast, now an official session of the convention, Bill Holm, president of the organization, headed up an open discussion among members on the State Legislature to State aid. It was also announced at the breakfast that dues of the association would be based on the gross income of the fairs. These are to be based on a scale of \$100 with fairs grossing less than \$15,000 paying \$20 and up to \$50 for those whose receipts top \$100,000 mark. Others who took part were John H. Moore, president, Duncan, Fairbairn; Harry Smoket, Treasurer; Frank Whitaker, public relations; Allen Doran, federation president.

Other State fairmen who participated in the regular business sessions included Mayor Edward K. Belding, Jr., president of the delegates; Earl E. Huber, Clyde E. Kelsey, George W. Gleimner and Mattison.

All officers and directors were re-elected. Allen Doran, Raleigh, was re-elected president for his second term; Earl E. Huber, Winston, vice-president; Clyde E. Kelsey, Winston, treasurer; and George W. Gleimner, North St. Paul, secretary.

Cy Mattison, Warren, was named to succeed Albert E. Thompson as

Charles Krueger Named MAFAs's Pilot for 1952

By FRANK R. JOERLING

JEFFERSON CITY, Mo., Jan. 12.—Charles I. Krueger, Kirksville, was elected pilot of the Missouri Association of Fairs and Agricultural Exhibitions at that body's 45th annual convention, January 10-11, in the Governor Hotel here. He succeeds Jack Carpenter, Trenton; C. F. Low, Warrensburg; J. F. Armstrong, Cape Girardeau; and Knapp, Linn; and O. R. Tripp, Aurora.

Also elected to the office of Treasurer Rollo E. Singleton, Jefferson City.

Calvin E. Best attended gathering ever held by the association, the large group of delegates heard Commissioner of Agriculture Robert T. Thornberg speak at Thursday's opening session on how

Clearfield Names Clark 1952 Proxy

CLEARFIELD, Pa., Jan. 12.—Edward A. Clark was re-elected to his third consecutive term as president of Clearfield County Fair Board at a recent reorganization meeting held in the Clearfield County Fair office here.

Clark, who is president of the Clearfield County Fair, was elected vice-president, and Joseph Hogenotter was re-elected secretary. The annual meeting was held for the past six years. Four members of the executive committee were named: Robert Hogenotter, Mr. Weimer, John Harry and William Laniach.

Big Turnouts Mark Minnesota Fair Convention

Allen Doran Re-Elected President, Earl Huber Renamed Vice-President

By CHARLIE BYRNES

ST. PAUL, Jan. 12.—A near record turnout of Minnesota fair executives attended the 93d annual convention of the Minnesota Federation of County Fairs here in the St. Paul Hotel, Monday thru Wednesday (10-12). Problems of fair management were discussed.

Allen Doran, St. Paul, Dispatch-Pioneer Press, was one of the key speakers in the business sessions and told the fairmen that their annuals bridge the gap that exists between the city and country people and provide a common meeting ground for the two branches of the population.

He lauded the fairs for their important roles in developing of livestock and for their youth programs and advised the exes to look ahead and develop an expanding usefulness. The function of a fair in demonstrating visually progress is a function that will never fade, Stedman said.

At the annual secretary's breakfast, now an official session of the convention, Bill Holm, president of the organization, headed up an open discussion among members on the State Legislature to State aid. It was also announced at the breakfast that dues of the association would be based on the gross income of the fairs. These are to be based on a scale of \$100 with fairs grossing less than \$15,000 paying \$20 and up to \$50 for those whose receipts top \$100,000 mark. Others who took part were John H. Moore, president, Duncan, Fairbairn; Harry Smoket, Treasurer; Frank Whitaker, public relations; Allen Doran, federation president.

Other State fairmen who participated in the regular business sessions included Mayor Edward K. Belding, Jr., president of the delegates; Earl E. Huber, Clyde E. Kelsey, George W. Gleimner and Mattison.

All officers and directors were re-elected. Allen Doran, St. Paul, was re-elected president for his second term; Earl E. Huber, Winston, vice-president; Clyde E. Kelsey, Winston, treasurer; and George W. Gleimner, North St. Paul, secretary.

Cy Mattison, Warren, was named to succeed Albert E. Thompson as

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the board of directors, as Thompson moved up to the Minnesota State Fair board of managers. Other directors re-elected were Hubert Ransom, St. James; Joseph G. German, St. Paul; Logan O. Brown, Long Beach; and W. Anderson, Littlefork.

Only 100 fairmen attended the meeting in attendance this year. Included among the visitors were Andy Anderson, Cedar Rapids, Ia.; C. C. (Chuck) Nichols, Cresco, Ia.; Al Halvorson, Sioux Falls, S. D.; Leon Brown, Decorah, Ia.; H. R. Seyforth, Ellsworth, Wis., and Ralph George, Madison, Wis.

At the opening business session, six new secretaries were announced through a drawing. These were Ernest Wubbeles, Preston; B. Agnew, Littlefork; Gilman P. Grand, Glenwood; Harold Baumgardner, Bird Island; Robert Leslie, Fort, and Raymond F. Erickson, Fertile.

Dr. J. O. Christensen, director of the University of Minnesota, was key speaker at the annual banquet and urged the fairmen to meet in the ballroom of the hotel. Following the banquet, a social hour was held in the ballroom.

Acted included Nick Ball, roller skating; Dean Frandrup, songs and riddling; Burlingdon, ball balancing; and the band. The band played songs and dances. Lou Karns, ball balancing; Thelma, ball balancing; and Dennis White, emcee. Wally Olson's orchestra played the show.

Wyo. Events Re-Shuffle 1952 Dates

CASPER, Wyo., Jan. 12.—Wholesale re-shuffling of Wyoming fair and rodeo dates took place today at the crowded annual reformed Wyoming Fair and Rodeo Association held here in the Henning Hotel.

Taking the lead in the changes was the Wyoming State Fair, here and the Western Plains Fair, Cheyenne, both of which moved to the crowded annual reformed Wyoming Fair and Rodeo Association held here in the Henning Hotel.

Others to follow the lead included the Johnson County Fair, Buffalo, which teamed up with the Campbell County Fair, Gillette, and the Lincoln County Fair, Powell, which joined with the Sheridan County Fair. Others are expected to follow.

Key speaker at the one-day association meeting was Howard B. Baggs, Cheyenne, Iva Daugherty, Baggs, and R. S. (Bob) Latta, Casper, was appointed to secure the hearing at a special session of the Legislature of the State of Wyoming, also addressed the delegates.

A committee composed of Rex Rogers, Cheyenne; Ivan Daugherty, Baggs, and R. S. (Bob) Latta, Casper, was appointed to secure the hearing at a special session of the Legislature of the State of Wyoming, also addressed the delegates.

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South Jersey Sets Dates

CAMDEN, N. J., Jan. 12.—Sam Burdgett again has been appointed secretary and director general of the annual South Jersey State Fair Exposition, and this year's dates have been set for May 25 thru June 1.

O. C. Buck Show have been scheduled for the fair. The fair is to handle a greater flow of work, fair officials have moved into larger office space. The fair is in Suite 603, Broadway-Stevens Building, 800 South Broadway.

Riverview Readies Rotor Site, Plans Revised Ad Policy

European Ride to Be Delivered In April; Poster Panels Dropped

At the same time Schmidt said that Riverview is planning changes in its advertising program of last season. An extensive schedule of sniping will replace

PHILADELPHIA TOBOGGAN CO.

Experienced Office Man, must be fully
what you can best operate, experience
Sium Stores. Give full particulars. Only
ments wanted. Apply at once, as we can
HARRY I

**Quality
RIDES**
BOATS—PONY CARTS
HORSE CARROUSEL
Circulars Free
Cannon Island 24 N. W.

OTTRIDGE

Many Park Men Attend Rites For Alexander

Ed Kelman Rocks' Sec

Whip, Merry-Go-Round and Ferris Wheel. Seaside offers five kid

operation of Indian Point.

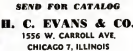
JOE GLACY
1513 No. McCadden Place
Hollywood 28, Calif.

Scrap Coaster At White City

building on the grounds and a Whip, Merry-Go-Round and Ferris Wheel. Seaside offers five kiddie rides, and Kelmans wants to add

Kelmans said the new enterprise would not affect normal operation of Indian Point.

At present, the spot has a Bros. Scooter in a separate building on the grounds a Whip, Merry-Go-Round and a Wheel. Seaside offers fl



RIDE: Title-Wild, Chutspine, Turpe, Dark Ride, Bold Ride or set of
Kiddle Rides. Also Scooter and Kid Coaster.
SHOWS: Manned Snow complete, Snow Machine, Doo-Do, Dog Show,
Horseback or show that caters to women and children.
MOTORDROME: Want Operator for my Drome or will sell complete with
Machines and booklets.
CONCESSIONS: Hotly, Soda, Candy, Games, H-Sirker, Fish,
Peas, Coke Bottle, Hop-La, Wacha-L, Pink-Ups Win, Striking Game,
Hucky Back, Penny Pinch, Cigarette Pitch, Balloon Dart, Love and Points
to Win, Ring Toss, Wheel of Fortune, Wheel of Misfortune, Pinball
and COOKHOUSE THAT CATERS TO SHOW PEOPLE.
RIDE HELP: Ride Superintendent who understands rides out can handle
man, Ferment for Merry-Go-Round, Twin Whirls, Caterpillar, Polaris
and other rides. I have been in the business for 10 years and all departments
Tee Ovens, contact me at once.
ALL PEOPLE who are booked, please acknowledge—Joe Fuller, Danny
Duffy, Mickey Little, Bob Manning, Dave Frazier, Edward Bostrom and
Water Quoters: Mayberry Bell Park or 22 E. Court St., Greenville, S. C.

GOVERNMENT, STATE, COUNTY AND CITY DISPLAYS. Thousands of dollars will be paid for premiums in the Agricultural, Cattle, Poultry and Home Demonstrations Departments. Giantic Fee Attractions and Fireworks Displays daily. Special Children's Days for City and County Schools.

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234 Commerce St., Kingsport, Tenn. Phone: 307

For Riverview Park, Chicago, Illinois, and 10 Weeks of Fairs to Follow.
Wand Talkers and Ticket Sellers. Particularly want to hear from Albers (The Tur-
Gir) and Venters (The Magician).
All People who have been hired and have not received contracts, contracts are here

from his Pilkinton, Va., farm. While helping a neighbor repair a barn roof, family member **Gilman Brown** tumbled to the ground and cracked two ribs. He

ATTENTION
RIDE OWNERS — SHOWMEN — CONCESSIONAIRES
WANT for 1952, for a home side route of Peirs, Celebrations and Ball Dates in Illinois.

SHOWS—All kinds of second-hand goods. HELP WANTED—From men and second men on White, Red, Merry-Go-Round. No drunks, agitators or comic book readers. Men have businesses and drive semi. Good treatment and salary. Single men. Will carry eight riders. Shows will go south and stay out for thirty weeks. Must be in the line of the Marine Corps. From the city. No racket or

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Finest Hard Maple Milk Bottles.
\$2.00 ea. It looks like aluminum
bottles are out for the duration.
WRITE FOR CATALOG.
RAY OAKES & SONS
7731 Ogden Ave. Lyons, Illinois
Phone: Oays—Lyons 3-4433
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Late model Caterpillar 18-ton

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CHARRO DAY
Street Concessions.
Nanky Penis, strictly stock. Cont.
M. G. DENNIS
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Phone 3-5086

Midway of Mirth Show
WANT FOR 1952 SEASON
OPENING IN MARCH
Side Hole for Merry-Go-Round, T
Wheels, Salfire, Tilt-A-Whirl, E
Slides, Ball-o-Whirl. Can use a lim
number of Merchandise Concessi
"Ex" sold on Rings, Popcorn, Ph
and Squires, Winterquarters open.
Address: Trenton, Ill.

WANT TO BUY
Two or Three Almost Merry-Go-Round
Auto Kiddie Ride, Seal Ride, K
Whip or any other Kiddie Rides. W
be in running order and reasonable
Here good location in Hartford, Co
for an up-to-date Kiddieland. Will
or do business with reliable party.

JOSEPH. GLOTH
723 Audum St. Northeast

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AL (SCALE & AGE) YOUNG
Your releases along with a lot of other
mail have been returned to my office.
Please phone me in Milwaukee at 442-1111.
ATTORNEY MICHAEL T. SULLIVAN

Wanted To Buy For Cash
5 or 6 Concessions, Canvas and Frames must be in good condition. 18 ft. Rack, 18 ft. Grid Stoves, Percentage Tables, 2 4-way 14 ft. Percentage Gas

EDDIE ELKINS
817 Sheridan Ave. Bronx, N.Y.

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CONCESSION, WINGO TENTS, RIDE T
MOTORBROMES, SHOW TENTS
ANYTHING IN CANV

California Approved Flameproof
Materials Available. Tents and Booths
for Banquets and Local Celebrations.
NO CANON IN MANAGEMENT
FIFTY YEARS
5 DAYS SHIPMENT ON MOST B

CONCESSIONAIRES
 For the last week of April.
 Stock, Sell X on Novelties, Custard
 and Penny Arcade. Will treat you right.
 -Whirl, two Kid Rides on cars, Fumble
 Penalties. **HELP WANTED** - Foremen
 and. No drunks, agitators or comic
 acts. Good treatment and salary.
 Will go south and stay out for thirty years.
 -Remona. Free cake always. No racket
 -No back talk. No late.

*World's
Famous* **PERFUMES**

that sells at \$3 to \$6 per 1½ dram.
REPRODUCED for you by Goshetminder
in Cream or Chamois in beautiful glass
two bottles — gift boxed — for each
75¢
a bottle — \$9.00 a Dozen
TREMENDOUS PROFIT!

We defy you to tell the difference!
Trial sample FREE. Write—

EXCLUSIVE IMPORTS, Dept. BB-2
1139 So. Wabash 4804 Fountain
Chicago 5, Ill. Hollywood 28, Calif.

5 IN. KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS ONE - WANTS one - BUYS one!

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BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel. Comes complete with plastic pouch.

We have a blade for every size and type of screw. Vise-grip chock locks securely in place.

CASH IN NOW!

Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy. Even home owners see the utility and value of 5" with 1/4" hex shank QWZ 1/4" x 1" standard blade screwdrivers and 2" Phillips® 1/4" x 1" screwdrivers. Handle holds each blade with fine grip. Tempered-steel, from steel to give you the most sensational tool value ever offered.

\$7.20 PER DOZ.

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accounts.

The Following Week's Issue

WANTED -- MEDICIANS INTERESTED IN
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instruments for rap/musicals. Harry S. D.
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HERE THEY ARE, illustrated comic books
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color illustrations. Send
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OLD-TIME CONVENTION

Business First, Then Social Programs to Key Coin '52 Show

CHICAGO, Jan. 12.—An all-out effort will be made to make the 1952 International Coin Machine Exhibition a typical old-time industry show, the board of directors of the Coin Machine Institute announced following a meeting of the board with its executive committee here this week. Meanwhile, four more firms sent in signed contracts to exhibit at the event scheduled February 4-6 at the Hotel Sherman here.

With business the main objective, the exhibitors are planning to hold the show in the daytime or evening and will leave plenty of free time for visiting the factories, shopping and places of note. Also on the social side, the CMI show committee is turning out tickets for local and network radio and television shows.

Genco Distribbs Show Five Back Double Action

CHICAGO, Jan. 12.—Genco distributors through the country have been showing the new five-ball game called Double Action featuring simultaneous action on the playfield and back rack.

Housed in a de luxe cabinet, Double Action is a virtually new game in one with the action on the playfield controlling balls for play on the back rack with the secondary action on the back rack in turn controlling high score and leading to replays. The playfield features widely spaced rubber bumpers, rubber and powered kicker bumpers which can score and kick from any angle. With this type of location of play features and because the game's flippers are at the bottom of the playfield, skillful players are able to knock balls into the upper section for additional scoring runs on the same ball.

Replays can be won both on the back rack and playfield. On the back rack alone it is possible to reach up to 20 replays.

Cohn to Show 4-Balled Horse at CMI

NEW YORK, Jan. 12.—A coin-operated horse boasting several new operational features will be introduced to the trade by Conat Sales at the Coin Machine Institute convention in Chicago next month. President Nat Cohn said that his firm has designed exclusive national distribution rights for the amusement industry and that deliveries will begin immediately after the CMI convention. Cohn's 4-balled horse will feature its rider to four separate positions, or galloping and play cycle. The different gait will follow each other in pre-set rotation without rider control.

Other features pointed out by Cohn are two separate coin cabinets. One drop will offer minute ride for a dime, while the other will activate the mechanism for three minutes upon insertion of a quarter.

Sound effects and accompaniments are of authentic cowboy styling, said Cohn. The mechanism is a direct drive, without belts or pulleys. Service is accomplished thru a side opening.

Dane Has New Film Process

COPENHAGEN, Jan. 12.—Architect Bjelby, creator of a new process for making films for use in coin-operated machines, is looking for suitable locations in midtown Manhattan to set up an arcade to house his new picture machines. Films will be subject to automatic about three minutes.

Arcades in Times Park and at suburban Durehshank show automatic movie machines of the

type, the exhibitors will be open from 10 a.m. to 10 p.m. each of the first three days and 10 a.m. to 5 p.m. the final day. Early closing on Jan. 13 will be for the benefit of personnel and visiting operators ample time to prepare for the biennial show to be held at 7:30 that evening.

Convention Chairman Dave Gottlieb pointed out that the long exhibit hours will give visitors a choice of visiting the booths either in the daytime or evening and still leave plenty of free time for visiting the factories, shopping and places of note. Also on the social side, the CMI show committee is turning out tickets for local and network radio and television shows.

The operator's registration fee to visit the area has been set at \$1. This will insure that non-interested persons will not clutter up the display area looking for samples and give exhibitors and operators plenty of room to consult with sales.

Gottlieb also disclosed that his committee is lining up a top-flight band to furnish the entertainment. He promised the evening would get off to a solid start with dinner. The banquet will be held at the Hotel Sherman.

CHICAGO, Jan. 12.—The coin-operated mechanical horses which has already opened new types of locations and has been generating interest into the trade, "galloped" toward still other markets at a test run on the playfield by the Balaban & Katz theater chain and the Exhibit Supply Company.

The basic idea behind the display is to promote the horse in a first run showing of the picture "Man in the Saddle" at the Chicago Theatre, the horse and performance of the mechanical horses used, Big Bronco, pointed out by the brief test run as a logical promotion and also the progress made by the coin-operated amusement industry.

Four Big Bronco were used in the test and in a six-day period racked up a total of 6,500 rides on the horse without a single service breakdown. The horses used in the experiment were set up for free play at the suggestion of Exhibit Supply executives because of the type of picture on the screen. On the basis of the 6,500 rides at 10 cents per ride each Big Bronco accounted for \$172.50 in the brief test run.

B & K executives stated they

held in the grand ballroom and will be limited to the first 1,500 coin-operated machines. Since the tickets for the well-attended event will be sold at a low price he advised operators to write in for tickets immediately.

Good Sign

One of the favorable signs that the convention will be well attended is indicated in a statement by Earl Benedict, convention manager for the Hotel Sherman. He said room reservations received in the past two weeks, plus those already on file, indicated a demand was announced, clearly pointing out the high interest in the event by not only domestic members of the trade but also common in England, France, Algeria, Canada, Mexico, Sweden, Newfoundland, the Philippine Republic and several South American countries.

The four latest exhibitors to arrive are Royal Engineering Company, 2151 W. 14th, Calif., Helmo, Inc., Chicago; Greenglass Sales Company, Long Island City, N. Y.; and the Kline Company, Minneapolis. (For the previously announced exhibitors see The Billboard, January 12)

B & K Horse Test Proves Pop Effort

were highly impressed by the promotion and were weighing the idea of testing the Big Bronco in other forms of the neighborhood variety.

Prior to the B & K operation, the horse had been shown in large scale tests, which later grew into standard locations, with chain stores, super markets, and department stores and transportation terminals.

ALPINE OPERATING

Few Suitable Stops Make Progress Slow

CHICAGO, Jan. 12.—Altho the history of Switzerland down thru the centuries has been a happy medium of the traditional and modern, its coin machine growth has been slow and there is little indication that this pace will be stepped up in the immediate future. The Swiss have their custom in other forms of the neighborhood variety. The Swiss have their custom in other forms of the neighborhood variety.

These are the observations of the De De Taverna, head of a distributing-operating company with headquarters in Geneva, now visiting here. They pointed out, the wholesome growth of a people, formerly known to be the champions of world wars, depressions and booms.

Musie First

A prominent engineer for many years in Switzerland, De Taverna entered the coin machine industry after becoming an import of Wurliwiler organs. The initial products he handled were music machines. The juke boxes have had a good performance record, the biggest problem has been finding enough suitable locations. Thus far, the most popular stops for coin machines in Switzerland, in the U.S., are on an entirely different scale in the Alpine nation. There are arcades and advanced juke box locations. The other deterrent to the expansion of music machines in the country, he said, natives have not as yet developed an interest in the automatic type of musical music.

The game situation is even

BUGS RULED OUT

DKI Delivers Sanitary Unit For locations

EDGEMONT, Wis., Jan. 12.—Insecticide and deodorizing equipment here, has introduced a combination automatic insecticide vaporizer and electric deodorizer for typical coin machine locations. The unit can be installed and will be mounted on location within a few hours.

Of modern design, the two-in-one unit resembles a modern light fixture and has its own low voltage, neon filled glow lamp to indicate whether the machine is operating properly. The unit meets all federal and State requirements for safe operation. Acting as an insecticide, the unit has a paralyzing effect on insects but is not harmful to pets or any other type of warm-blooded animals.

The DKI combination unit carries a two-year guarantee which provides for free repair should it break down or work inefficiently in that period. Direct factory representative, Ken Paulsen, is now traveling the country to set up territorial distributors who in turn will contact the operator.

Williams Bows Horse Shoes

CHICAGO, Jan. 12.—Williams Manufacturing Company has announced the shipment of new samples of Horse Shoes, a five-ball game with simulated action on the backrack and playfield to begin in a few days.

Built around the theme of regulation horse shoes, the Williams game features all skill shots and

(Continued on page 71)

Name Gottlieb Home for Aged Fund Chairman

CHICAGO, Jan. 12.—A campaign to raise \$500,000 for the remodeling of the Daughters of Zion Home at California Avenue and Hirsch Street for use as a home for the aged was launched this week with the naming of Dave Gottlieb,

by Salnik and George M. Euseberg as drive co-chairmen. In a condition Gottlieb has been appointed chairman of the banquet to be held at the Standard Club here January 30.

On the completed new home will accommodate 150 beds and offer modern residences for the

(Continued on page 72)

H-Bomb Plant Good Location

AIKEN, S. C., Jan. 12.—The Atomic Energy Commission's new \$900 million Savannah River H-bomb project now in the process of construction here, is expected to provide a lucrative market for vending machine merchandising.

A peak of some 36,000 workers are expected to be employed at the plant which is located in several years and 14 Lyon, N. Y., and a 100,000 cup machine already are in use in administration buildings.

The machines are geared to 6-cent operation because of a penny law in effect in South Carolina. A special National Rejection of St. Louis attachment collects the law and functions in conjunction with the lower coinage.

(Continued on page 72)

Postpone New Action On Oregon Pinballs

PORTLAND, Ore., Jan. 12.—The Oregon Liquor Control Commission, at a board meeting in Salem Thursday (10), bypassed scheduled consideration of a regulation designed to ban pinball games from taverns throughout the State.

Altho the liquor commission has refused to go along with the Portland City Commission's demand that tavern operators promise to eliminate games in order to obtain beverage licenses, the liquor board has drafted proposed regulations that would have the same effect of a statewide ban. This regulation was opposed by the commission's new attorney, George Woodworth, and was scheduled for action at the January meeting.

Since preparation of the proposed regulations, however, Gov. Ben Olson has appointed a new member to the liquor commission, J. H. Sroufe of Portland, who has been an active visitor who has become administrator for the liquor commission.

Consideration of the regulations was postponed on the grounds

that Sroufe had not yet had time to study the proposal, but coincidence in this delay indicates that the presence of a new member has changed the board's attitude toward the limitation on tavern operation.

Salerno Sells Miami Routes

MIAMI, Jan. 12.—Frank Salerno, owner to open a large Arcade and amusement park in Havana, sold his F & S Amusement Company this week to Charles Polgar, President of Ward Parks Distributing Company, purchased Salerno's trade name Speedy Amusement Service.

F & S consists of music, shuffle board, pin game routes and related equipment. Still another phase of the transaction occurred earlier this week when Ward Parks bought Polgar's game operation in Hialeah. Parks does business under the trade name Speedy Amusement Service.

Issue Joint Warrent For 2 Men in Milwaukee Vender Sale Scheme

Allege W. McHugh, H. Raymond
Sold Non-Existent Operations

MILWAUKEE, Jan. 12.—A Chicago salesman and a former Milwaukee American Legion official have been charged with obtaining money under false pretenses here in the alleged buying of 12 percent of \$1,000 units in a vending scheme (The Billboard, January 5).

They are William J. McHugh a field sales representative of the Abbey Manufacturing Company, St. Louis, and Harold Raymond, resigned treasurer of the Milwaukee County Council of the Legion. McHugh also was charged separately with fraudulent advertising.

Milwaukee authorities issued a joint warrant charging the pair with obtaining money under false

pretenses January 4. It was served when the two men appeared voluntarily the same afternoon.

They were arraigned the same afternoon in District Court and the case was continued until Thursday, January 31. Meanwhile, McHugh was released under \$1,000 bond and Raymond on his own recognizance.

Alvin De Brozzo, Milwaukee assistant district attorney, said the warrants charging the men with falsely representing they had 400 locations on hand for 400 nut vending machines.

The warrant charging McHugh with fraudulent advertising states that he advertised "established candy routes" in \$900 machines in The Milwaukee Journal last July, August and September. The Journal does not carry vending machine advertisements.

De Brozzo said that persons answering the ads, described as "test" or "feeler" by McHugh, Raymond and McHugh at the Legion headquarters here. Prospective buyers were told that the machines cost \$1,000. The 12 percent—10 from Milwaukee, one from Chicago.

(Continued on page 72)

OPS Authorizes Cent a Bottle Soft Drink Hike

WASHINGTON, Jan. 12.—The government authorized soft drink retailers this week to raise their prices 1 cent a bottle if the retailers' costs have gone up ½ cent a bottle.

In sales of more than one bottle, the Office of Price Stabilization said the price must be figured at only ½ cent for each bottle with any odd fraction rounded off to the next highest figure.

Under the regulation, manufacturers also have the option of reducing the sizes of bottles instead of raising prices. Manufacturers were allowed to raise prices to a maximum of 16 cents a case for 8 to 12 ounces.

Retailers previously were allowed to raise prices only if the manufacturers had increased the full 16 cents. The new regulation by OPS now permits retailers to pass on the increase when the bottle raises his price as much as 12 cents a case of ½ cent a bottle.

Odds of One To Ten N.G.

NEW YORK, Jan. 12.—Francis Meeks has been held for trial in \$2,500 bail here on a charge that he fled down pennies to the case of dimes for illicit use in concealed vending machines. He was admitted to court Wednesday (10) that he used the dimes to pay for "hot" drinks and receive nickels in change.

He also was learned that the Secret Service, represented in court, is concerned over the use of lead "quarters" in machines that return 15 or 20 cents in change with a dispensed drink.

Mrs. Julia Saxton Dies in Miami

MIAMI, Jan. 12.—Mrs. Julia T. Saxton, 71, wife of John F. Saxton, president of the Saxton, Inc., died here Wednesday (12). A native of Thompson, Ga., Mrs. Saxton came to Miami 17 years ago. She was a member of the Grace Church Club and the Daughters of the American Revolution.

Also surviving are her mother, Mrs. Addison Trice, and her brother, Charles Cooper Trice.

Funeral services were held at Combs Chapel, with burial in Woodlawn Park Cemetery.

Mrs. Saxton owned several cigarette machines throughout Dade and Broward counties and also serviced many machines in her subsidiary, Florida Vendors.

VENDING MACHINES

THERE, TOO?

Jug hieves
Who Prey on
Cig enders

COPENHAGEN, Jan. 12.—Stiff prison sentences were meted out to two thieves who were convicted December 28 of having stolen 25,000 cigarettes from 30 coin-operated vending machines. H. P. Christensen was sentenced to eight months and C. S. Petersen to a 15-month stretch, as the latter was also convicted of stealing \$800 worth of watches from a window display.

Automatic venditors in most lofts of stores and are left out overnight, which makes them tempting target for petty thieves, rifling of machines is comparatively rare.

Set New Sirup Firm in N. Y. C.

NEW YORK, Jan. 12.—The Crone & Blackwell Company of Baltimore, Md., has announced the formation here of a new division to manufacture sirups for sale to the vender and fountain trades. Division plant and offices will be located at 14 37th Street, Long Island City.

Edmund St. Strul, who is also president of the Victor Sirup Corporation, will head the new division as general manager. All the products will be marketed nationally, it was said.

Venders Grow as Pus-Sales Target for Ice Cream Firms

Dairies, Novelty Mfrs. By-Pass
Self Op to Develop Supplier Role

CHICAGO, Jan. 12.—With over 12 million coin-operated vending centers over the country, large and small ice cream novelty manufacturers are evidencing increased interest in supplying the new volume outlet. A survey of suppliers by a field sister publication of The Billboard, and findings from a recent convention of the Ice Cream Manufacturers' convention in Detroit revealed that the growth trends of suppliers in the line is away from self-operation and is now directed toward the straight supplier role.

In preparation for the heavier sales season ahead, when vending centers in the Northeast, Southern, Northern and Midwestern areas are set to boom in ice cream volume commencing in April and lasting thru October, novelty suppliers are already formulating new sales promotions in which the vender is an important factor. While bars now continue on a high level thru the year in these areas, the extra volume realized in the last months of the year will be substantially improved by the 12,325 vendors scattered in high volume sales areas.

Chicago, January 12, too, the value of such sales with regard to brand promotion is another vender benefit only now being recognized by the ice cream manufacturer.

Candy Industry Girding For Super Sales Effort

CHICAGO, Jan. 12.—A combination of increased product sales promotion and abundant supplies of necessary ingredients are expected to push candy sales from a semi-billion dollar industry front as "sweet tooth staple" during 1952.

Candy vendors will become an even more important volume outlet for their goods, and will be a concerted industry drive for more vending machines in operation, again pushed up their average weekly volume. The 396,000-plus machines in operation in the year moved on the average 175

While the larger suppliers, Borden, Swift and others are encouraging the independent operator via financing equipment, the smaller manufacturers are quietly being courted by vender salesmen to place their machines in bars and offering delivery to either (1) operator's headquarters or (2) to individual machines on location. An example of the latter (by a large supplier, Borden) is the delivery to the 30 ice cream vendors installed thru the Chicago subway system by Mechanical Merchants, Inc.

No small contribution to the straight supplier role now being played by vendors by the ice cream industry in general is that profit is as large or larger than

Bulk Vender Gets Gonom Day

NEW YORK, Jan. 12.—Bulk milk, until now banned as a vendible product in most American communities, will start flowing thru a coin-operated machine soon in a local test which may pave the way for placement elsewhere.

The New York City Health Department, which so far has refused to permit operation of coin milk vending, has granted approval to a new machine made by L. M. Leathers, West Athens, Ga.

Over the years a number of milk vendors have been developed, but none has been able to secure Health Department approval. The distribution of milk is stringently controlled, and no earlier machine than standard code provisions is the opinion of city officials.

Competitive Spreads
With competition in ice cream, soft drinks and other non-dairy "treat" food items seen rising in popularity this year, candy makers are prepared to carry out a \$20 million advertising budget for all types of consumer promotion during the next 12 months. Vendors, which now

(Continued on page 72)

Venders in Second Place Among All Cigarette Sellers

NATD Finds Machines Better
Supermarkets as Sales Medium

NEW YORK, Jan. 12.—Vending machines accounted for 16.7 per cent of all cigarette sales in 1950, leading chain-supermarkets as a w/v medium and second only to independent food stores, according to a survey just released by the National Association of Tobacco Distributors.

Editors' note: NATD's first vending survey figures of 16.7 per cent for 1950 does not agree with Vend's third annual census of the industry, January, 1951, which showed vending accounted for 16 per cent of total cigarette sales.

Figures published by the association's market research division challenge the oft-stated claim that grocery outlets, particularly supermarkets, move anywhere from 40 to 60 per cent of all cigarettes at the retail level. The NATD study, in process for the past six months, found that chain supermarkets sold only 12.1 per cent of the total volume. Independent food stores accounted for 18.8 per cent, to bring the cumulative total for food outlets of all types to 30.9 per cent, considerably under the amount generally credited to the medium.

Vending Sales
The 16.7 per cent rate of the cigarette market, or \$646,290,000

worth, was moved thru some 443,000 vending machines, states NATD. These figures do not quite match statistics uncovered by Vend, latter publication of The Billboard. In 1950, Vend found the number of cigarette machines

(Continued on page 72)

Cole Products Expands Sales Force for '52

Appoints Five New
Divisional, Six
District Managers

CHICAGO, Jan. 12.—Appointment of five new divisional sales managers and six district managers was announced this week by Cole Products Corporation in a sales drive designed to strengthen the merchandising program in 1952.

Divisional sales heads, and the areas they cover, are Hal A. Whitaker, with headquarters in Chicago office (Whitaker resigned a sales post with Belvedere Manufacturing Company a year ago); J. H. Hooten, Texas, working out of Dallas; Ben D. Palant, New England area, Boston; W. E. Porter, Michigan area, with offices in Detroit, and Harold D. Newton, covering Eastern Missouri, Southern Illinois and Arkansas, with headquarters in St. Louis.

New district managers to work under divisional sales heads, are Tom Mahan, assigned to the Chattanooga area; John H. Hooten, assigned a sales post with Belvedere Manufacturing Company a year ago; J. H. Hooten, Texas, working out of Dallas; Ben D. Palant, New England area, Boston; W. E. Porter, Michigan area, with offices in Detroit, and Harold D. Newton, covering Eastern Missouri, Southern Illinois and Arkansas, with headquarters in St. Louis.

Several more new divisional managers will be announced shortly, it was stated.

New Refunder Unit Readied By Jackson Co.

CHICAGO, Jan. 12.—Jackson Electric's Machine Company is featuring a second model of its "no change" vending machine, featuring a "simulated control" of odd-odd product prices and no coin canceller. Peter Jackson, firm head, said the new model, (1,000 units) is estimated to four penny tubes and will last for the same price as the first model.

Penny pay outs, regulated by having a "no change" refund, will be made by a patented refunding dial. Letter is perforated to permit discharge of coin from one to five machines with each vending cycle. The two extra tubes are used to give same penny capacity as the first model. (1,000 units) because of the reduction in over-all size. New model will be 3 by 5 1/2 inches in comparison with the first unit, which is 3 1/2 by 25 inches.

Jackson stated the six-tube refunder, can be adjusted to four different coin groupings to dispense the desired number of pennies. The new model will be changed in the four-tube refunder after the second unit is introduced. Jackson claimed the new model is "smaller, more compact, cabinet, tubes, etc.)" manufacture. Letter refunders, with automatic coin-operated output for a future delivery expected to maintain a 100-unit-a-month output.

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JANUARY 19, 1952

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

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Ill. Operators Discuss ASCAP Bryson Bill

CHICAGO, Jan. 12.—The major portion of the regular monthly meeting of the Music Operators Association of Northern Illinois (Monday 9) was devoted to the ASCAP sponsored Bryson Bill which would subject juke boxes to a performance tax.

Bob Lindelof, president of the association and chairman of the meeting, said all the members are "interested and worried about what the Bryson Bill could do." He said the 15 members attending the session were "pretty definite" that if the bill passed "large operators with a big over-head could not stay in business."

However, Lindelof said the members generally agreed that smaller operators probably could remain in business despite the additional burden the bill would impose.

Motion on Forms
A motion was passed that everyone fill out and return the forms sent out by manufacturers requesting information for use in the fight against the bill. The forms are to be mailed to the manufacturers' attorneys.

In other actions, the association's auditor read the financial report for the company's first year of operation. It was agreed that in the future the financial report would be read quarterly to the members.

Lindelof said that more members would have attended the session, held in the Wing and Fin Club at Yolo, Ill., but that several operators were out of town, and hazardous driving conditions deterred others.

Atlas Plans 2 Service Meets

PEORIA, Ill., Jan. 12.—Atlas Music Company, Chicago, will sponsor two service meets for jukebox equipment for operators and servicemen in this area at the Jefferson Hotel, Tuesday (19). The first school is scheduled for the Fort Armstrong Hotel, Rock Island, Ill., January 22.

Frank Bach, Atlas' chief service engineer, will conduct both sessions. Firm's sales staffmen, Ed Feinstein and Harold Davidson, also are expected to participate.

Purpose of the school is to outfit experienced Seeburg operators with service men for efficient service methods and also quick new operator personnel factory service methods.

Juke Disk Purchases to \$500 a Year

Many coin machine distributors are taking the axe to old units picked up via trade-ins. An association which has upped sales of disks to operators is the standard operator practice of allotting 10 per cent of the operators' take from a juke box to the purchase of new disks. The take on 40-or-more selection units is usually higher. Still further, the minimum guarantee price for locations which ranges from \$15 to \$20 a week against the 10 per cent take has been reported as available.

It is pointed out, however, that the increased use of 45 r.p.m. disks in coin machines—disks which have a much longer life than the old 78 r.p.m. shells—permits operators to make a profit on the increased turnover because of hit sales. Turnover balances this factor.

THIS JUKE REARS DANCERS' BIDS

PHILADELPHIA, Jan. 12.—The Hotel Warwick here has been the scene of a real live "juke box" booked for an extended stay.

The juke box featuring a flashy selector system called "the tune table" is the hand of maestro Lenny Herman.

The selector "tune table" is a mechanical gadget mounted on the handstand on which the dancers may write the number of the selection they want played.

The same 339 tunes in the hand's books are listed numerically in little booklets placed on each table in the room.

The "tune table" flashes the selected number coming up for the bandmen and customers alike.

TOP PROMOTION

Thousands Play Free Juke Box

SPRINGFIELD, Ill., Jan. 12.—Thousands of persons were able to play a juke box for free here recently in a successful promotion plan conceived by the juke with a movie at a local theater.

The juke box, a Seeburg, furnished by the Lucky Star Amusement Company of Operator Carl Angelo, was prominently displayed near the ticket booth under the well-lighted marquee of the Senate Theater in connection with the movie "Sunny Side of the Street."

Theater patrons or passers-by played the tune "Sunny Side of the Street" by Frankie Laine, who stars in the movie, or any other tune they wished.

Large signs on either side of the juke box announced that the music was furnished by the Lucky Star Company and listed the records in the machine.

Besides the thousands who played the juke, countless guests stopped to enjoy the music and read the advertisement.

South Dakota Operators Rap Bryson Bill, OPS

MORRIDGE, S. D., Jan. 12.—Members of the South Dakota Phonograph Operators' Association have voted financial support to the fight against the Bryson bill and have denounced the refusal of the Office of Price Stabilization to decontrol phonograph records.

The operators acted at their annual election and policy-setting meeting held here Sunday and Monday (6-7). About 20 members and key operators in the State overcame snow and hazardous conditions to attend the session.

Tony Trucano, Deadwood operator, was elected president; Ed Imig, of Yankton, president for the past three years, was elected vice-president; and Harold Scott of Morrridge, secretary-treasurer for the past two years and host at the meeting, was re-elected.

Two new directors of the association also were elected. They are Norman Geise, of Sioux Falls, and Darlow Maxwell, of Huron.

The Bryson Bill, as expected, proved to be one of the main topics of conversation. The bill, now pending in Congress, would impose a performance tax on juke boxes. It has aroused the opposition of operators and manufacturers across the nation.

Besides voting financial back-

(Continued on page 77)

MOA National Convention Off: Business-Election Meeting On

Proximity to Bryson Bill Hearings Forces Move, Says George A. Miller

OAKLAND, Calif., Jan. 12.—George A. Miller, president of the Music Operators of America, announced this week that MOA's national convention and exhibition has been canceled.

Instead, Miller said, the MOA will hold a business and election-officers meeting in Chicago's Palmer House on the original convention dates of March 1-3.

The MOA president said the convention-exhibition was called off in the "unanimous opinion" of all concerned because of its proximity to the hearing on the controversial Bryson Bill slated to start February 4 in Washington. Miller further warned that Bryson Bill hearings or other factors might force postponement of even the business-election meeting. This note of uncertainty was injected, Miller said, because "no one can assume how long these hearings will last or how the business will be called... to testify."

The ASCAP-sponsored Bryson Bill, if passed, would impose a performance tax on juke boxes and also would require operation of operators and manufacturers across the nation.

Heads Up Shortage

The decision to call off the exhibit, Miller said, rested on the fact "the use of the coin-operated materials and the critical condition of the industry at this particular time makes it imperative" not to

put the industry "to any unnecessary expense."

He added that because of the shortages of materials there would be little, if any, new merchandise displayed and the expense of holding the exhibit would "work a hardship on many when the money is needed so badly for necessary expense."

All who sent in checks to pay for exhibit space will have their money refunded.

Miller cited the decision of the

National Coin Machine Distributors Association at their fall meeting in Chicago not to hold any more shows at this time because of the "severe adverse publicity as well as expense."

The MOA president said he was

(Continued on page 74)

Output Hiked At Ristocrat

APPLETON, Wis., Jan. 12.—Ristocrat, Inc., here has stepped up its production on the 5-45, counter music box which plays 45 r.p.m. records on a selective basis. The firm will display its line at the International Coin Machine Exhibition in Chicago's Hotel Sherman, February 4-6.

General Manager Joe Cohen attributed the move to increased demand on the domestic market, plus the continued heavy shipment of foreign operators. All exports are handled thru Joe Eldred, head of the firm's foreign division with offices in Chicago.

S-45s now in production are so technical improvements have been incorporated, Cohen stated, that the result is more efficient production but in no way alter the appearance nor playing qualities of the machine.

FIRST RATE

BB Tune List A Must, Say Cuban Ops

HAVANA, Jan. 12.—The Billboard's ratings and reviews of the latest records are followed avidly by juke box operators and dealers even in foreign lands.

Irving Price, owner of Andres Record Shop here, said he relies heavily upon The Billboard's disk review. The pricing orders for juke boxes are based on the coming numbers. Additionally, he keeps a close eye on the publication's rating charts to determine which tunes are slipping and which ones are maintaining their position.

The wide circulation enjoyed here by leading American mass-market magazines, and the influence of State-side radio programs in Latin America have combined to create heavy appeal for the same records which become hits in the United States.

Taverns Back Ops In Roast Fight

NEW YORK, Jan. 12.—Aid from an unexpected quarter has bolstered the fight of the coin-operated music industry in its fight to keep the Bryson Bill off the copyright act. The National Licensed Beverage Association,

spokesman for tavern owners, has indicated it will add its voice to those opposing the Bryson Bill when hearings on the controversial measure reopen before the congressional committee in Washington February 4.

The Bryson Bill, companion measure to one introduced in the Senate by Estes Kefauver (D., Tenn.), would require operation of two or more juke boxes to pay copyright owners a penny per side per week for all records used in coin phonographs. Those already in public record against the proposed legislation are the Automatic Phonograph Manufacturers' Association, the Record Industry Association of America and the Music Operators of America. The addition of tavern-keepers to their ranks completes the line-up of those most directly concerned.—

(Continued on page 77)

Pre. Ops Form "Teams" To Battle Bryson Bill

PORTLAND, Ore., Jan. 12.—Oregon Music Association members organized a "minute-man" meeting to fight the Bryson Bill Thursday (10) to enlist State operators in the fight against proposed federal legislation to tax juke box operation.

The names of all the operators in the State were distributed among the various "teams" and teams charged with informing operators of the threat posed by the ASCAP sponsored Bryson Bill.

The "teams" will urge the State operators to work for defeat of the bill by combining their efforts with the Oregon association and the Music Operators of America.

Lee Jones of Portland, president of the Oregon association, called the meeting to order at the Multnomah Hotel and Ted Miller, treasurer, forwarded to the MOA directors from a special assessment levy for the fight against the Bryson Bill.

OMA members instructed Mil-

ler to forward to the MOA additional funds as they are received from assessment collection. The meeting was called by the State group was scheduled for Thursday, February 14.

COSTS, FUN BEAT JUKE FEE RAISE

PRINCE ALBERT, Sask., Jan. 12.—The mayor and an alderman combined forces here to fight a motion to boost license fees for automatic machines such as juke boxes.

Mayor J. Cullenmore said that costs for such equipment had increased considerably recently. He said that at least one gets some pleasure from the money spent in the machine.

The fees for the machines were left unchanged.

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have recent 45 r.p.m. equipment which can be hooked up to handle as many as 200 records. They are typical of the 40-or-more selection juke boxes which are turning disks at a steady rate. One manufacturer is known to have passed the record stage with a machine capable of handling 100 selections.

Dark Clouds
Dark spot in the picture is a crisis shortage which producers are facing. Manufacturers from turning many 40-or-more-selection units, they can sell. It is recognized that under a non-recording situation, the forward use of the larger juke boxes would be accelerated. At the present time, the trade estimates that about 15 per cent of the units still produce profit.

LOOKS LIKE JUKE BOX

Customers Serve Selves At Automatic Disk Seller

CHICAGO, Jan. 12.—A self-service automatic record seller built of juke box components four years ago by Ray Cunliffe, president of the Brown Music Company, still is successfully operating here.

Cunliffe, one of the largest operators in this area, designed the machine as a selling aid for his large retail record business and to assist customers in getting pop tunes with the least amount of trouble.

In describing the events leading up to his invention, Cunliffe said he found that some 60 per cent of his retail record business was in the top tunes of the day. He also found that despite the best stock-filing system he could devise it often took as much as 20 minutes to find the record wanted by a customer.

Cunliffe has been in the coin phonograph business for some 45 years and it is not hard to see how juke box features crept into his device.

In the machine is a standard juke box selection panel with 20 buttons and 20 turners, the latter strips naming the tunes carried for sale in the machine.

In a semi-circle from each side of the selector are 20 verticle "pockets" or compartments numbered correspondingly with the

title strips. Each compartment holds a stock of 15 records of the same tune. The speaker is located on a shelf behind and above the counter.

By pressing a button on the selector panel, a prospective customer hears one and a half minutes of the tune. If the customer decides he wants to buy the disk he reaches in the correspondingly numbered compartment, pulls out one of the records stocked there and takes it to a clerk.

The plastic number panels over the compartments are lighted at all times except when a selector button is pressed. Then all go out except the number over the compartment (Continued on page 79)

DISK BUYING KEYS PROFITS

Mil Op Stresses Prompt Placement for Peak Play

MILWAUKEE, Jan. 12.—With operating costs climbing steadily, disk buying is taking on an all-important aspect, according to Anita and Charlie McCumber, husband-wife team heading Progress Music Company.

MOA Meet Off

Continued from page 73

not "in full accord" with this idea but that he felt it was "timely." He hastened to add that when conditions return to normal the MOA "again will hold its convention, exhibits and operator meetings on a yearly basis the same as they have in the past three years."

Miller also said the MOA will continue to foster the following types of basic principles:

"1. To divorce the automatic phonograph industry from all other types of coin-operated equipment."

"2. To bring closer co-ordination and understanding between the manufacturers and the music operators."

"3. To resist and defeat any and all types of national legislation that would be detrimental to the automatic phonograph industry."

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard tunes as indicated below. All advertised used machines and prices are listed. Where more than one advertisement the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 12	Issue of Jan. 5	Issue of Dec. 29	Issue of Dec. 22
ALBION				
Comet.....	\$75.00	\$75.00	\$75.00	\$75.00
Coronet.....	150.00	150.00	150.00	150.00
Deluxe.....	49.00	49.00	49.00	49.00

AMI				
Model A.....	295.00 375.00	295.00 375.00	295.00	495.00
Model B.....	445.00 605.00	445.00 495.00	375.00	445.00
Model C.....	495.00 545.00	495.00 545.00	545.00	
Singing Team.....	49.50			

EVANS				
Constitution.....	249.50	249.50		

FILSON				
30 Record.....			100.00	

MILLS				
Constitution.....	150.00	175.00	175.00	
Coronet.....	39.00	39.00	67.50	39.00
Three.....	65.00			

PACKARD				
Marathon.....	119.00 125.00	119.00 125.00	125.00 149.00	149.00
Pis-We No. 7.....	79.50	79.50		

ROCK-OLA				
Commander.....	39.00	39.00	39.00	39.00
Planner.....	69.00	69.00	69.00	69.00
Rockin' 50.....	295.00	295.00	545.00 595.00	
1424.....	99.00 119.00	99.00 119.00	99.00 119.00	
1425.....	119.00 150.00	150.00		
1426.....	150.00	150.00		
1427.....	275.00	275.00	329.00 399.00	299.00
1428.....			449.50	

SEEBURG				
Classic.....	49.00	49.00	49.00	49.00
Comet.....	49.00	49.00	49.00	49.00
Constitution.....	39.50 59.00	39.50 59.00	69.00	49.00
Deluxe.....	49.00	49.00	49.00	49.00
H-146 Hiderway.....	159.00 199.00	159.00 199.00	175.00 179.00	149.50 149.00

H-148 Hiderway				
H-148 Hiderway.....	219.00 249.00	219.00 249.00	249.00	229.00
H-148 Hiderway.....	179.00 219.00	179.00 219.00	199.00 219.00	199.00 204.00
H-148 Hiderway.....	59.00	59.00	59.00	59.00
La-Tee.....	79.00	79.00	79.00	79.00
Major.....	49.00	49.00	49.00	49.00
Plus.....	34.50	34.50	34.50	34.50
Major.....	49.00	49.00	49.00	49.00
Plus.....	39.50	39.50	39.50	39.50
Rite.....	34.50	34.50	34.50	34.50
Viper.....	79.00	79.00	79.00	79.00
146.....	139.00	139.00	139.00 179.00	139.00 179.00
146 S.....	139.00	139.00	139.00 149.00	139.00 149.00
147.....	169.00 199.00	169.00 199.00	169.00 229.00	229.00
147 S.....	149.00	149.00	149.00 199.00	199.00
148.....	299.00 319.00	299.00 319.00	299.00 319.00	299.00
148 M.....	79.00	79.00	79.00	79.00
148 AC Special.....	79.00	79.00	79.00	79.00

WURLITZER				
100.....	24.50	24.50		
101.....	24.50	24.50	99.00	
102.....	24.50	24.50	99.00	
103.....	24.50	24.50	99.00	
104.....	24.50	24.50	99.00	
105.....	24.50	24.50	99.00	
106.....	24.50	24.50	99.00	
107.....	24.50	24.50	99.00	
108.....	24.50	24.50	99.00	
109.....	24.50	24.50	99.00	
110.....	24.50	24.50	99.00	
111.....	24.50	24.50	99.00	
112.....	24.50	24.50	99.00	
113.....	24.50	24.50	99.00	
114.....	24.50	24.50	99.00	
115.....	24.50	24.50	99.00	
116.....	24.50	24.50	99.00	
117.....	24.50	24.50	99.00	
118.....	24.50	24.50	99.00	
119.....	24.50	24.50	99.00	
120.....	24.50	24.50	99.00	
121.....	24.50	24.50	99.00	
122.....	24.50	24.50	99.00	
123.....	24.50	24.50	99.00	
124.....	24.50	24.50	99.00	
125.....	24.50	24.50	99.00	
126.....	24.50	24.50	99.00	
127.....	24.50	24.50	99.00	
128.....	24.50	24.50	99.00	
129.....	24.50	24.50	99.00	
130.....	24.50	24.50	99.00	
131.....	24.50	24.50	99.00	
132.....	24.50	24.50	99.00	
133.....	24.50	24.50	99.00	
134.....	24.50	24.50	99.00	
135.....	24.50	24.50	99.00	
136.....	24.50	24.50	99.00	
137.....	24.50	24.50	99.00	
138.....	24.50	24.50	99.00	
139.....	24.50	24.50	99.00	
140.....	24.50	24.50	99.00	
141.....	24.50	24.50	99.00	
142.....	24.50	24.50	99.00	
143.....	24.50	24.50	99.00	
144.....	24.50	24.50	99.00	
145.....	24.50	24.50	99.00	
146.....	24.50	24.50	99.00	
147.....	24.50	24.50	99.00	
148.....	24.50	24.50	99.00	
149.....	24.50	24.50	99.00	
150.....	24.50	24.50	99.00	
151.....	24.50	24.50	99.00	
152.....	24.50	24.50	99.00	
153.....	24.50	24.50	99.00	
154.....	24.50	24.50	99.00	
155.....	24.50	24.50	99.00	
156.....	24.50	24.50	99.00	
157.....	24.50	24.50	99.00	
158.....	24.50	24.50	99.00	
159.....	24.50	24.50	99.00	
160.....	24.50	24.50	99.00	
161.....	24.50	24.50	99.00	
162.....	24.50	24.50	99.00	
163.....	24.50	24.50	99.00	
164.....	24.50	24.50	99.00	
165.....	24.50	24.50	99.00	
166.....	24.50	24.50	99.00	
167.....	24.50	24.50	99.00	
168.....	24.50	24.50	99.00	
169.....	24.50	24.50	99.00	
170.....	24.50	24.50	99.00	
171.....	24.50	24.50	99.00	
172.....	24.50	24.50	99.00	
173.....	24.50	24.50	99.00	
174.....	24.50	24.50	99.00	
175.....	24.50	24.50	99.00	
176.....	24.50	24.50	99.00	
177.....	24.50	24.50	99.00	
178.....	24.50	24.50	99.00	
179.....	24.50	24.50	99.00	
180.....	24.50	24.50	99.00	
181.....	24.50	24.50	99.00	
182.....	24.50	24.50	99.00	
183.....	24.50	24.50	99.00	
184.....	24.50	24.50	99.00	
185.....	24.50	24.50	99.00	
186.....	24.50	24.50	99.00	
187.....	24.50	24.50	99.00	
188.....	24.50	24.50	99.00	
189.....	24.50	24.50	99.00	
190.....	24.50	24.50	99.00	
191.....	24.50	24.50	99.00	
192.....	24.50	24.50	99.00	
193.....	24.50	24.50	99.00	
194.....	24.50	24.50	99.00	
195.....	24.50	24.50	99.00	
196.....	24.50	24.50	99.00	
197.....	24.50	24.50	99.00	
198.....	24.50	24.50	99.00	
199.....	24.50	24.50	99.00	
200.....	24.50	24.50	99.00	

Made for the man with the little black bag—EVANS' 20/40 CONSTELLATION



No one is more appreciative of Constellation Quality than your route man. Because Constellation performance is so dependably trouble free, he is in and out of location on schedule... a better, more efficient representative of your business. And where he employs the little black bag in your counting room, you can be sure that the profits are untouched by excess agents for service or repairs.

See your Evans Distributor, and take your route man with you. Or write factory direct for complete information about Constellation—The Phonograph Built with Your Future in Mind.

H. C. EVANS & CO.

1356 W. CARROLL AVENUE CHICAGO 7, ILLINOIS
SEE EVANS' PROFIT STIMULATOR ON PAGE 90

MUSIC SYSTEMS

SEEBURG

148ML.....	\$289
147M.....	\$169
147S.....	\$149
146S-M.....	\$139

HIDEAWAYS

H148M.....	\$249
H246M.....	\$219
H146M.....	\$179

WALL BOXES

3W7-L56.....	\$44.50
(5-10-25-3 wire)	

ALL MAKES
AND MODELS
OF PRE-WAR
Equipment
Available at
Reasonable Prices

3W2-L56.....\$17.50
15C-3 wire

W1-L56.....\$10.00
15C-wireless

For reliability see your Seeburg Distributor

WURLITZER

1100.....	\$369
1015.....	\$179

ROCK-OLA

1476.....	\$59
1422.....	\$19

AMI

MODEL A.....\$295

Write • Wire • Phone
1/3 DEPOSIT, BALANCE C.O.D.

Info in Other Department

Among the stories of interest to the coin machine to be found in the General, Music and other department front in this issue of The Billboard are:

ENTERPRISE INSPIRES SONGS. Two tunes set immediate release on ship's dispatcher (General Department)

VICTORIA CHANGES NAME TO FLASH. At RCA Victor, the indie adopts new tag (Music Department)

SINGERS HIT MILLION DISKS. Tony Bennett in "Because"; Johnnie Ray, with "Cry" (Music Department)

And other informative news stories as well as the Roll of Hits and pop charts.

relieves **tension**

These indeed are times that try men—soul and body.

Nervous fatigue and tension abound as an aftermath of living in this jittery world. We work hard, play harder.

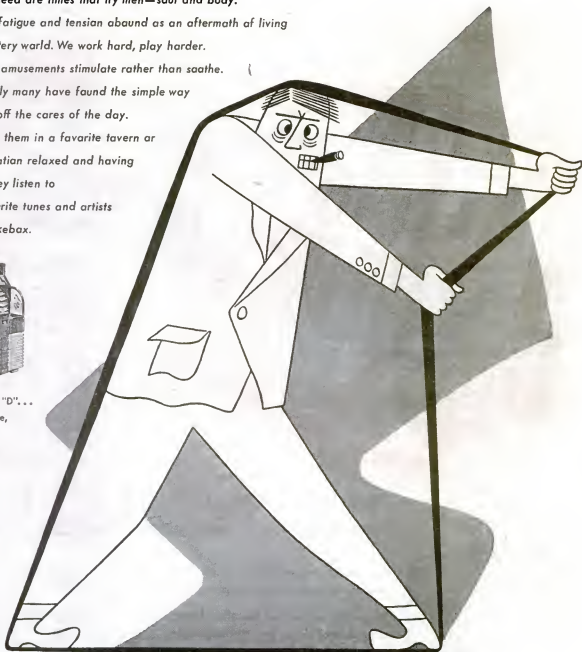
Even our amusements stimulate rather than soothe.

Fortunately many have found the simple way to throw off the cares of the day.

You'll see them in a favorite tavern or other location relaxed and having fun as they listen to their favorite tunes and artists on the jukebox.



New Model "D"...
Good to See,
to Hear,
to Operate



AMI Incorporated

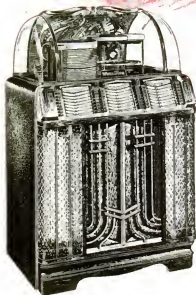
GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

IT'S SMART TO STAY WITH A WINNER

Operators who own Wurlitzer 1400s and 1450s today know that these all-speed phonographs are winners in eye appeal—in play appeal—in profits. Get smart. Get them on your route, too.



IT'S MONEY IN YOUR POCKET



OPERATORS PRAISE WURLITZER'S DECISION TO CONTINUE BUILDING CURRENT MODELS

Everywhere operators are elated to learn Wurlitzer will still build 24-record, 48-selection, all-speed Models 1400 and 1450.

They like the style, the size, their high speed cycling, the single button selection of these fine phonographs. And they like the idea of continuing to use their 78 RPM record libraries—or converting to 45 RPM if they wish.

Wurlitzer's decision means money in the operator's pocket.

Want it in yours? Don't let the limited supply of 1400s and 1450s limit your opportunity. See your Wurlitzer Distributor Today.

The Rudolph Wurlitzer Company, North Tonawanda, New York.

Your Best All Around Investment

ALL-SPEED WURLITZER

Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 32

POPULAR

- SKIP FARRELL**
Take Me Back
 DECCA 3754—A current pop, a "big" fashion-type song, is rendered in a forced manner by the singer. If the same artists, this disk might make a few cents.
Score: 7-10-66-66-66
 A pretty little record is read off in a pleasing manner by Farrell. A rather casual entry disc.
- BUDDY COLE**
Nobody's Sweetheart
 DECCA 3755—The Hammond organ shows up some times with a neighbor in this solitary review.
Score: 6-6-66-66-66
 The rhythm machine probably won't offend anyone and some have to like their record.
- RALPH MARTELL ORK (Bill Searcy-Jack Halligan Singers)**
Tell Me Why
 DECCA 3757—Late and rather routine dance cover of the current Four Aces' hit.
Score: 6-6-66-66-66
 Pleasant, clearly played version of the classic Ellington instrumental.
- GLENN DAVIS**
Isaho Moon
 DECCA 3758—35-Down, but with a well-orchestrated beat to help setting some voice out the faster lanes.
Score: 5-5-66-66-66
 The instrumental track has some good skaters a chance to rest to some more energetic rock efforts.
- DON SHAW**
Good Things Come in Pairs
 DECCA 3759—A fine old time line help out an otherwise casual effort.
Score: 5-5-66-66-66
 A very good musical gem on an ordinary reading.
- DON SHAW**
I Wanna Go
 DECCA 3760—A good old time line help out an otherwise casual effort.
Score: 4-4-66-66-66
 A good old time line help out an otherwise casual effort.
- Old Man Nature**
 DECCA 3761—A good old time line help out an otherwise casual effort.
Score: 3-3-66-66-66
 The three choruses credited to the song have a few more.

SACRED

- AMES BROTHERS**
Mother, At Your Feet Is Kneeling
 DECCA 3762—The hymn that has become a top seller by Bobby Womack (and) is presented reverently by the quartet. A good reading. Good catch in the time.
Score: 7-7-66-66-66
 Lovely Lady Performed in Blue
 DECCA 3763—A good old time line help out an otherwise casual effort.
- ANITA KERR**
When a Child Says His Prayer
 DECCA 3764—The hymn that has become a top seller by Bobby Womack (and) is presented reverently by the quartet. A good reading. Good catch in the time.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- REX ALLAN-ANITA KERR SINGERS**
Is He Satisfied?
 DECCA 3765—A good old time line help out an otherwise casual effort.
Score: 6-6-66-66-66
 A good old time line help out an otherwise casual effort.
- AL MORGAN**
Mother, At Your Feet Is Kneeling
 DECCA 3766—The hymn that has become a top seller by Bobby Womack (and) is presented reverently by the quartet. A good reading. Good catch in the time.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- SISTER ROSETTA THARPE**
Use Me Lord
 DECCA 3767—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- ROYAL SONS QUINCY**
Hand of a Neighbor
 DECCA 3768—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- JENNIFER'S END**
Good Night
 DECCA 3769—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- REV. SAVAGE**
Jesus Be Loved His Face
 DECCA 3770—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- CHRISTIANA FIGHT ON**
Christiana Fight On
 DECCA 3771—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

SPIRITUAL

- FERRUCCIO TAGLIAPIETRA**
Scalinitello
 DECCA 3772—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- MIKE NOVAK ORK**
Cocktail Polka
 DECCA 3773—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- WARSAW MAZURKA**
A Good Night
 DECCA 3774—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- GEORGE'S TAVERN BAND**
It's Only A Matter of Time
 DECCA 3775—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- MAIOLTA**
A Good Night
 DECCA 3776—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

INTERNATIONAL

- MIKE NOVAK ORK**
Cocktail Polka
 DECCA 3773—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- WARSAW MAZURKA**
A Good Night
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A Good Night
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Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

ARTIST LABEL AND NO. TUNES COMMENT

LUIS MARIANO
La Valse Des Deux Jours
 VICTOR 31-0300—A light, buoyant waltz from the French pop, "Par de Warden Paul Marie Arrous." It's loaded a high production and some Mariano takes off the waltz with some spirit.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

CHASLER
Chasler
 DECCA 3777—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

CHILDREN

- DAVID PFEFFER-NORMAN ROSE-DENISE ALEXANDER-SALLY SWEETLAND-LEE SWEETLAND**
Peter, Please, It's Paradise (Parts I & II)
 CHILDREN RECORD GUILD GRC 1024—A clever and humorous story and song about a boy who goes to a magic land. The story is told to be believed before all the pictures are gone. Disk contains 10 songs, with some very nice music, and is presented in first-class style. Kids from three to eight should feel very sympathetic toward Peter.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- FRANK LUTHER (Jimmy Carroll Ork)**
Googie Bird Song
 DECCA 3778—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- OSCAR BRAND-DAVID ANDERSON-GENT LOWELL SINGERS**
Come to the Party (Parts I & II)
 CHILDREN RECORD GUILD GRC 1025—A folk story about a boy who goes to a magic land. The story is told to be believed before all the pictures are gone. Disk contains 10 songs, with some very nice music, and is presented in first-class style. Kids from three to eight should feel very sympathetic toward Peter.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

- NORMAN ROSE**
The Merry Toy Shop (Parts I & II)
 CHILDREN RECORD GUILD GRC 1026—A folk story about a boy who goes to a magic land. The story is told to be believed before all the pictures are gone. Disk contains 10 songs, with some very nice music, and is presented in first-class style. Kids from three to eight should feel very sympathetic toward Peter.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- NORMAN ROSE-LEE SWEETLAND**
The Milk's Journey (Parts I & II)
 CHILDREN RECORD GUILD GRC 1027—A folk story about a boy who goes to a magic land. The story is told to be believed before all the pictures are gone. Disk contains 10 songs, with some very nice music, and is presented in first-class style. Kids from three to eight should feel very sympathetic toward Peter.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- BISHOP FULTON J. SHERK**
Our Father
 PLATINUM 303—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

COUNTRY & WESTERN

- TANI ALLEN & HIS TENNESSEE PAIS**
I Don't Want You Anymore
 SWEET 74—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.
- When Hillbilly Will Meet Kitty From the City**
 SWEET 75—A good old time line help out an otherwise casual effort.
Score: 7-7-66-66-66
 A good old time line help out an otherwise casual effort.

Taverns Back Ops

Like manufacturers, operators, diskeries and locations. MOA president, George Miller, has informed his executive committee that the tavern group "will oppose this legislation most strenuously." He stated that he has been assured that NLBA will speak up to that effect at the scheduled hearings. Action of NLBA was the wording of the Bryson-Kefauver amendment specifically exempts owners of single phonographs, namely locations, from its royalty-payment provisions. However, despite the favored treatment of spots which own their own music equipment, the tavern keeps apparently are fearful that the bill, should it become law, might break the trail to later and more direct taxation. Tavern organizations and the American Society of Composers, Authors and Publishers, prime backers of the Bryson-Kefauver amendment, have on more than a few occasions run afoul of each other on royalty questions.

S. D. Ops Rap Bryson Bill

Continued from page 73

ing to the fight against the bill—passed by the Music Operators Association of America—the group asserted to a course of "watchful waiting." Should the bill be reported out of committee, the group plans to "bombard" Western representatives and senators with letters of protest and opposition.

Price Reduction
 The denunciation of OPS regulations came in the form of a resolution which will be sent to OPS chief Michael V. Y. Brown to the regional office in South Dakota. Copies also will be sent to local newscasters.

The resolution protests the OPS refusal to decontrol phonograph machines and termed the action "arbitrary" in view of the fact OPS has decontrolled most other forms of amusement.

In a major change of policy, the group decided to refuse donations as an association to nationwide drives, such as the cancer and polio campaigns. Most members already contribute widely to such drives in their local areas and it was felt that such individual contributions meant more to the operator's own community and more greatly fostered public relations.

Educational Program
 They also voted to initiate an educational and public relations campaign to acquaint the public with problems in the music field. The members felt they have to keep the public better informed of their activities and the amount of the public burden they carry thru buying licenses and paying property taxes, the federal stamp, use tax and other levies.

Harold Scott described the meeting as well attended, particularly in view of recent weather conditions in the State. As the meeting ended, weather forecasts predicted another blizzard on the way.

Two officers of the North Dakota Music Operators' Association also attended the meeting. They were John Morton, secretary-treasurer, and Glenn Abbingdon, vice-president.

Plans for the year of the occasion were the editor of the Moberge newspaper, and the head of the Moberge bank.

Low Cost+Low Overhead
 = BIGGER PROFITS!

MAKE MORE WITH LESS thru the

RISTAUCRAT S-45

Open up the small spots. Pocket steady profits week after week. The S-45 has proven you can do just this.

RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Appleton, Wis.

ROCK-OLIA

Basic rock-olia time-tested trouble-free changer. Faster, improved mechanism with fewer operating parts. Plays both sides of 25 records—offering 50 selections.

ROCK-OLIA MFG. CORPORATION
 800 North Kedzie Avenue
 Chicago 51, Ill.

Coinmen You Know

Chicago

Vince Angeleri, Swing Time Music Company, reports that while the employment situation has been a relatively difficult one in 1951, full stalls have been maintained. With the year-end swinging to higher gear in 1952, he sees an even stiffer problem on the help front for the next months. . . . Cole Products Corporation is expanding its sales efforts, adding several new field representatives over the past few weeks.

Harold Slamer, Mechanical Merchants, Inc., reports trouble with the heating unit on firm's Refresh-o-Mat cup machines, converted recently to vend hot soup, has caused a temporary disruption of the program thru its el and sub-way station installations. Thirty ice cream bar machines, however, are continuing to chalk up high sales volume in their underground locations even thru the severe winter weather here to date.

Dick Cole, vice-president of Cole Products Corporation, tells of plans for a greatly stepped-up sales program this year. Firm has already initiated the drive, adding 11 sales executives to its staff over recent weeks.

Mills Industries, Inc., is placing greater accent on its new dual flavor frozen juice machine. In addition to the units out dispensing the Minute Maid product, several are now under test by Snow Crop. . . . Joseph Eaden, Kandy Kit Company, thinks the use of separate vendors for nickel pack

gum will prove more and more common in the next few years.

Gil Kitt, owner of Empire Coin Machine Exchange, is expected back from Miami Beach this week. He went there to chairman the NCMDA executive meet. Meanwhile, Howie Freer put in a lot of extra time handling sales and administrative business on the home front. Shirley Corush, office staffer, started her ninth year with the company by announcing her engagement to Joseph Rubolino. The wedding will take place in February or March. Empire's bookkeeper, Caroline Weintraub, became a grandmother Monday (7), probably the youngest in the industry.

(At World Wide Distributors, Al

Stern has set up a refreshment service for visiting operators (the chef will come later). Len Micon reports the firm has received regular shipments of the Rock-Ola music machine and wall boxes. The World Wide's game business has been on the upgrade for several weeks. The hottest item currently is the formula played length, available in eight and nine-foot variants.

First Distributors' new game showrooms are now complete and offer operators a view of the latest Keeney models as well as all the late model games. On the fringe of the show room is a special music display area housing the Evans Constellation. Mal Finkle reports First had a successful premium

sales record all thru the year-end holidays despite the severe weather. Joe Kline and Wally Finkle, firm owners, have set up a comprehensive sales campaign governing the 1952 first quarter.

Clayton Numeroff and Charlie Pieri, Monarch Coin Machine, Inc., report they are getting a lot of action on Exhibit Supply's Big Bronco and Jet Gun. They have also noticed renewed interest in Keeney and Monarch wall model shuffleboard scoring units. . . . Irv Blumenfeld, General Vending Sales Company, Baltimore, was in for a conference with Bill Ryan, Williams sales manager. Another distributor making this stop last week was Raymond Williams, Dallas. He and Vice-President Sam Stern were enthused about the possibilities of Horse Shoot, a new five-ball game. . . . Dudley Ruttenberg, executive director at Coin Machine Institute, expects booth space of the big show to be sold out in the next couple of weeks. At Keeney, Sales Manager Paul

Huebsch was lining up a sales campaign for a new game to be released this week. Meanwhile, Vice-President John Corow was busy lining up new ways to step out output on the cigarette vender, demand for which continues to float.

Purveyor Shuffleboard Company is now housed in one of the most modern headquarters in the distributor trade. Where formerly most of the equipment and repair shops were virtually piled on top of each other, the showrooms are set up in modern design with plenty of space to display all types of equipment. Herb Perzina, firm owner, has completed all the basic remodeling work which includes a top notch service area, a new heating unit and glass brick interior. Only Herb's office, which was rebuilt several months ago, looks familiar to coinmen visitors. An avid sports fan, he plans to do quite a bit of skiing over the week-ends.

1952's First Big Coin Machine

New York 19, N. Y.
1564 Broadway
Plaza 7-2800

Cincinnati 22, Ohio
2160 Patterson St.
DUMBAR 6450

Chicago 1, Ill.
188 W. Randolph St.
Central 6-9761

Hollywood 28, Cal.
6000 Sunset Blvd.
Hollywood 9-1531

St. Louis 1, Mo.
390 Arcade Bldg.
CHESTNUT 9443

Detroit 1, Mich.
Fox Theatre Bldg.
WOODWARD 2-1100

Vital Statistics Deaths

Mrs. Julia Trice Saxon, 37, in Miami Wednesday (2). Wife of John F. Saxon, president of Ace Saxon, Inc., she was a native of Thomsville, Ga. Surviving are her husband; her mother, Mrs. Addison Trice, and a brother, Charles Cooper Trice.

Estelle M. White, active in the music field since early 1900, in Georgetown, Conn., January 3 after a lengthy illness.

Horace S. Ridley, 74, former president of New England Confectionery Company, December 31, in Winchester, Mass.

finest
RECONDITIONED
EQUIPMENT
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

Beautiful Shape, Ready for location

PIN GAMES

Boston	\$79.50
Bermuda	34.50
Conquest	99.50
Contest	39.50
Double Shuffle	74.50
Flaming Power	54.50
Jumbo	44.50
Play Ball	39.50
Playtime	54.50
Ranche	39.50
Shanghai	34.50
Showboat	39.50
South Pacific	69.50
Star	34.50
Temperament	34.50
Thing	89.50
Tic Tac	39.50

SHUFFLE ALLEYS

Bally Speed Bowler	\$59.50
Shuffle Champ	79.50
Universal Super Twin	
Bowler	89.50
Chi. Coin Bowling Alley	35.00

ARCADE

Date Gun	\$ 59.50
Silver Bullet	99.50
Quarterback	59.50
Star Series	89.50
Super World Series	199.50
1/2 Doz. Int. C.O.D.	

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Attention: 6-7712

SEE HOW PROFITABLE AND EASY IT IS

TO ADVERTISE IN THE BILLBOARD'S

BIG IMPORTANT CMI CONVENTION SPECIAL

All of the information you need is right here on these two pages—information about the number and types of operators your Billboard ad reaches in any issue of The Billboard . . . about the big 4,000 extra distribution at the important CMI Convention in February . . . about the special features and reference lists that will keep your ad in use for months . . . the tremendously powerful promotion that will get more and more copies to more buying operators . . . the low, regular-issue rates that apply to this premium selling opportunity. . . . Plus

A SIMPLE, CONVENIENT COPY AND ORDER BLANK

THAT TAKES THE JOB OF AD-PREPARATION OUT OF YOUR HANDS

Yes, The Billboard is fully prepared to take your rough thoughts, and data about the equipment, supplies, parts or services you have to offer and shape them into an all-powerful advertising message that will do a bang-up selling job for you.

"You've got to spend money to make money" is one of the business world's trust maxims. Doesn't it make good business sense to you to earn two dollars for every dollar you spend? That's exactly what The Billboard's Special CMI Convention Number can do for you . . . if you act now! Final advertising deadline in January 24th in The Billboard's Cincinnati headquarters.

So, check the information on the facing page, decide how much you want to spend, fill in the simple copy and order blank and rush it back to your nearest office of The Billboard.

We'll do the rest and guarantee you an effective, attractive, hard-selling message that will do the right kind of a job at CMI Convention time . . . in The Billboard's Valuable CMI Convention Issue. Don't delay. Do it today!

Cordially,

C. J. Latscha
C. J. Latscha
Advertising Director

[illegible]

MARVEL MFG. CO.
445 W. Fullerton Ave., Chicago 47,
Tel.: DIkenson 2-3434

YOU'RE 'HONEYMOONING' with MORE EARNINGS WHEN YOU OPERATE

GOTTLIEB'S

NEW BALL TRAP

Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped awards Replay.

Fast Play!

ROLL OVER REPLAY BUTTON

Lights to score replays when 1 to 6 Bumper Sequence is completed.

Skill Play!

INCREASING BUMPER VALUES

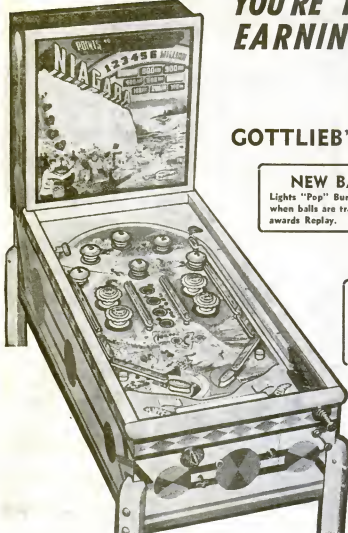
Hitting Bumpers in rotation increases their scoring values!

A TORRENT OF ACTION & FLASHING SPEED with 4 "POP" BUMPERS—2 FLIPPERS—2 CYCLONIC BUMPERS!

SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality"



a new thrill for each coin

IT'S GREAT!

MATCH-A-SCORE

New, Fascinating, Challenging Play Principle

10 Different Scores To Match



FOR STEADY HIGHER COLLECTIONS ORDER YOUR MATCH-A-SCORES NOW!

BANNER SPECIALTY COMPANY
Established 1913

199 W. Girard Ave., Philadelphia 23, Pa.
GARfield 3-2700

Exclusive 1952 Match-A-Score, Pittsburgh 19, Pa.

- 20-30 Rebound
- Fastest Alley Play Ever
- Most Attractive Formica Play Field
- Completely Refinished Cabinet
- New Different Backglass
- Thoroughly Reworked and Redesigned Mechanism
- New, Improved 1/4 Drop Chute
- Every Near Miss Compensates
- Another Try
- Intensive Field Tests Proved MATCH-A-SCORE'S Perfect Performance and Consistently High Earnings

SEEBURG, NELSON-WIGGINS, CAPITOL and other types of 45-cent automatics. Masses New Balls now available. Greater volume—50¢ New Standard, Popular Issues. Write for lists.

J. LAWRENCE COOK
801 East 12th Street, New York 37, N. Y.

BRAND NEW PINBALL GAMES
on original factory crates.
PLAY BALL, 10 play, Ch. Cdn., 89¢. 35 STADIUM, 10 play, Ch. Cdn., 89¢. 35 DANCE, 10 play, Ch. Cdn., 89¢. 35 BAMS for Private Clubs. See coin charts.

WEBB CORP.
1758 West Chicago Ave., Chicago 47, Ill.

COBRA CARTRIDGES
BUILT AND TESTED IN THE U.S.A.
ORIGINAL PERFORMANCE SUBSTITUTION. 10 DAY SERVICE VIA AIR MAIL.
ELECTRONIC INDUSTRIES
8911 N. 1st St., Phoenix, Arizona

INVENTORY CLEARANCE!

USED SHUFFLES

Bally Bowler, Kamey Pin Ray, Game Bowling League, United Shuffle Alley, United Super, Williams Twin Shuffle, California Shuffle Pins \$52.00 each
Kamey A-B-C, United Shuffle Alley with Cans \$28.00 each
Bally Hook Bowler \$21.00 each
Chicago Bowler, Universal Twin Shuffle, Bally Javelin Bowler, United Super, United Double Shuffle \$50.00 each
Chicago Trophy, Chicago Classic, U.S. Super Twin, United Shuffle, Skipper \$100.00 each
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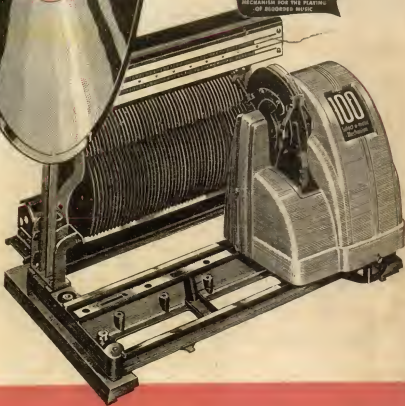
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